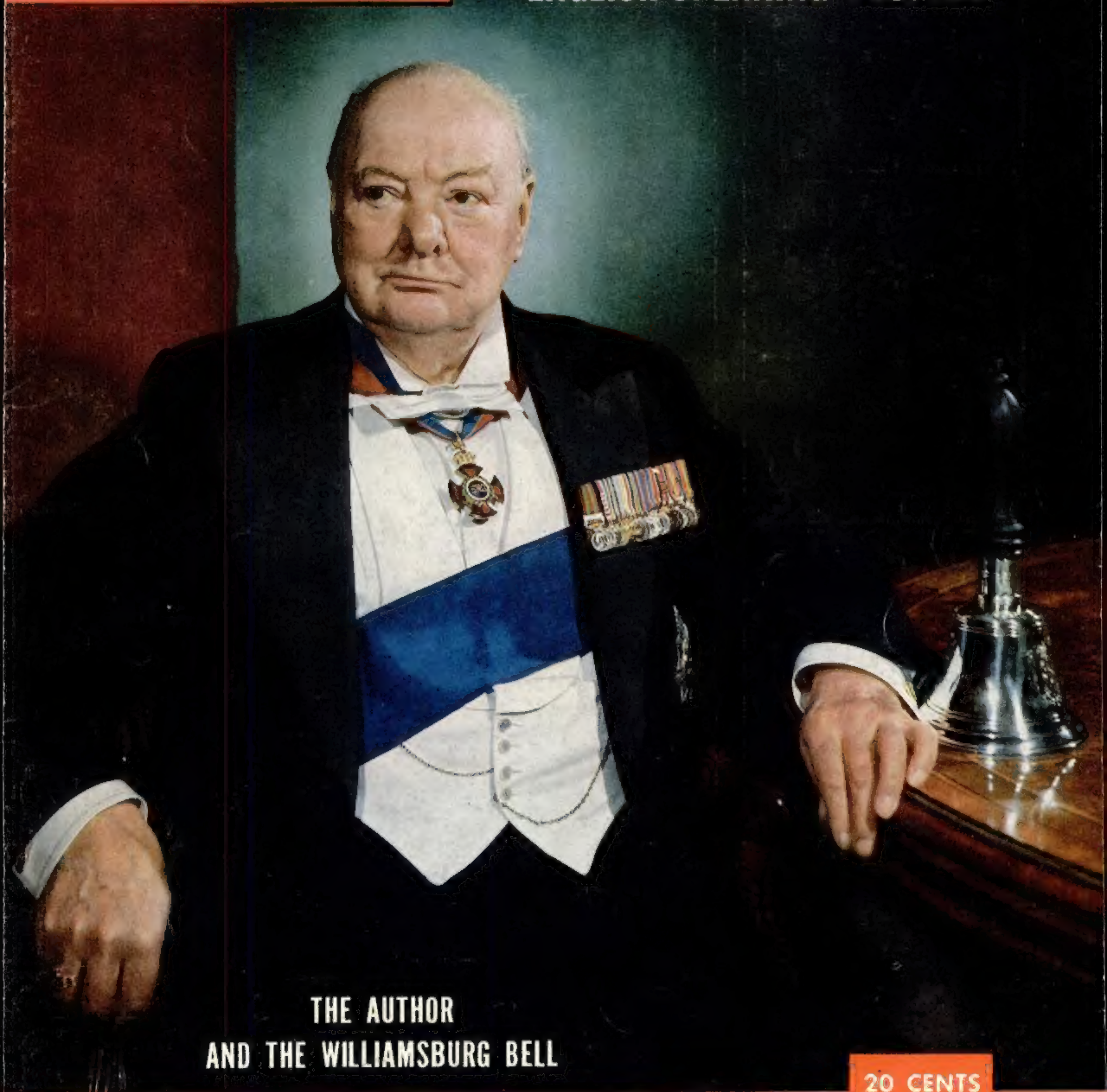


LIFE

BEGINNING IN THIS ISSUE

SIR WINSTON CHURCHILL HIS 'HISTORY OF THE ENGLISH-SPEAKING PEOPLES'



THE AUTHOR
AND THE WILLIAMSBURG BELL

20 CENTS

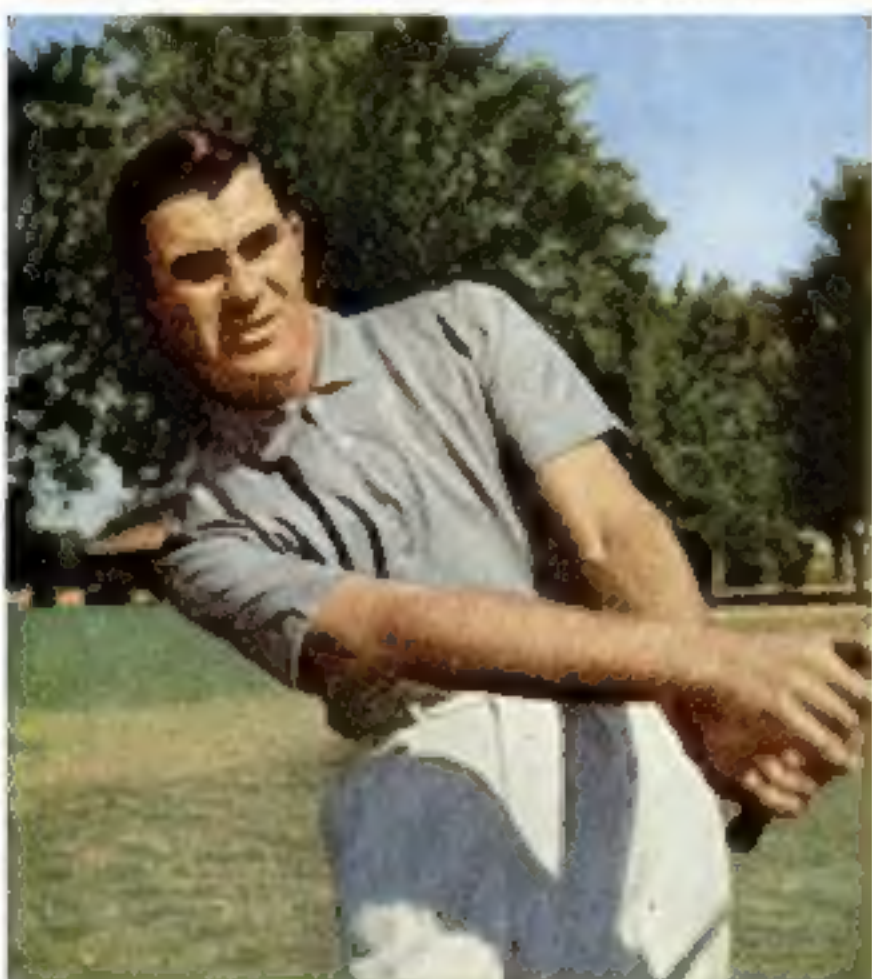
MARCH 19, 1956



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Trek Slacks (\$10.00), Bermudas (\$8.95), custom-type front, side buckles for ideal fit... linen-like Scotlin fabric.



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Bufferin® relieves cold miseries twice as fast as aspirin—and doesn't upset your stomach as aspirin often does!

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Laboratory tests comparing Bufferin and aspirin show that Bufferin's pain relieving agent gets into the blood stream twice as fast as aspirin.

This means Bufferin acts *twice as fast* to make a cold sufferer feel better.

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Amount of pain reliever in blood stream shows how Bufferin acts faster to relieve pain

- A** Medical science has proved that any known pain reliever must pass through the stomach and into the blood stream to relieve pain.
- B** Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream *twice as fast* as aspirin. That's why . . .
- C** Bufferin acts *twice as fast* as aspirin to relieve pain. And hospital tests show Bufferin won't upset your stomach as aspirin often does.

WON'T UPSET
YOUR STOMACH



IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

Start of a momentous series 75

Sir Winston Churchill begins in this issue of LIFE his momentous "History of the English-Speaking Peoples" with England's first thousand years, from Roman to Norman conquests.



HISTORIAN CHURCHILL

Castles of the British Isles 86

To illustrate the first instalment of Sir Winston's "History," Photographer Dmitri Kessel has produced a stunning color portfolio of the storied castles of Britain.



ALNWICK CASTLE

Unseen colleen's national spell 28

Pictures and an article tell how the book, "The Search for Bridey Murphy," has started a nationwide craze for parlor hypnosis and Bridey gags—and explains what the facts are.



AT BRIDEY PARTY

Fictional hawk flies on TV 155

Drawings by Hazard Durfee illustrate the violent life of Hook, a young hawk, who will appear in a new type of animated film to be introduced on a television show.



HOOK IN TROUBLE

Bonanza finder's burdens 179

His discovery of \$10 million worth of uranium has brought Vernon Pick a richer but not entirely happier life. Robert Coughlan describes his troubles, his rewards and his new insights.



MILLIONAIRE PICK

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Sir Winston Churchill, as photographed by Karsh, receives the Williamsburg Award, a Town Crier's bell, given periodically by colonial Williamsburg to anyone "who has influenced the course of national or world events significantly." Volume I of Churchill's "History of the English-Speaking Peoples" begins on page 75.

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Life, March 19, 1960

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This One



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the Lifeblood of America's Economy.
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Let's stop marking time— AND GET THE DIRT FLYING!

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Washington, D. C.

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gladly demonstrate the ideal model for your family size and needs.

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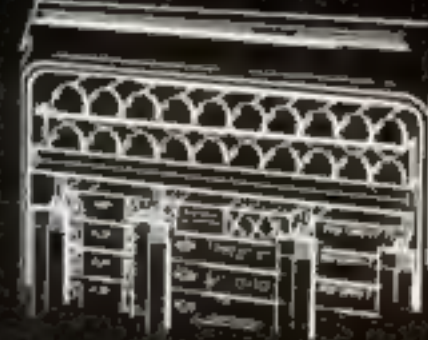
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as Maria

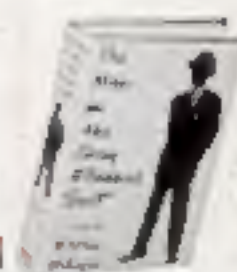


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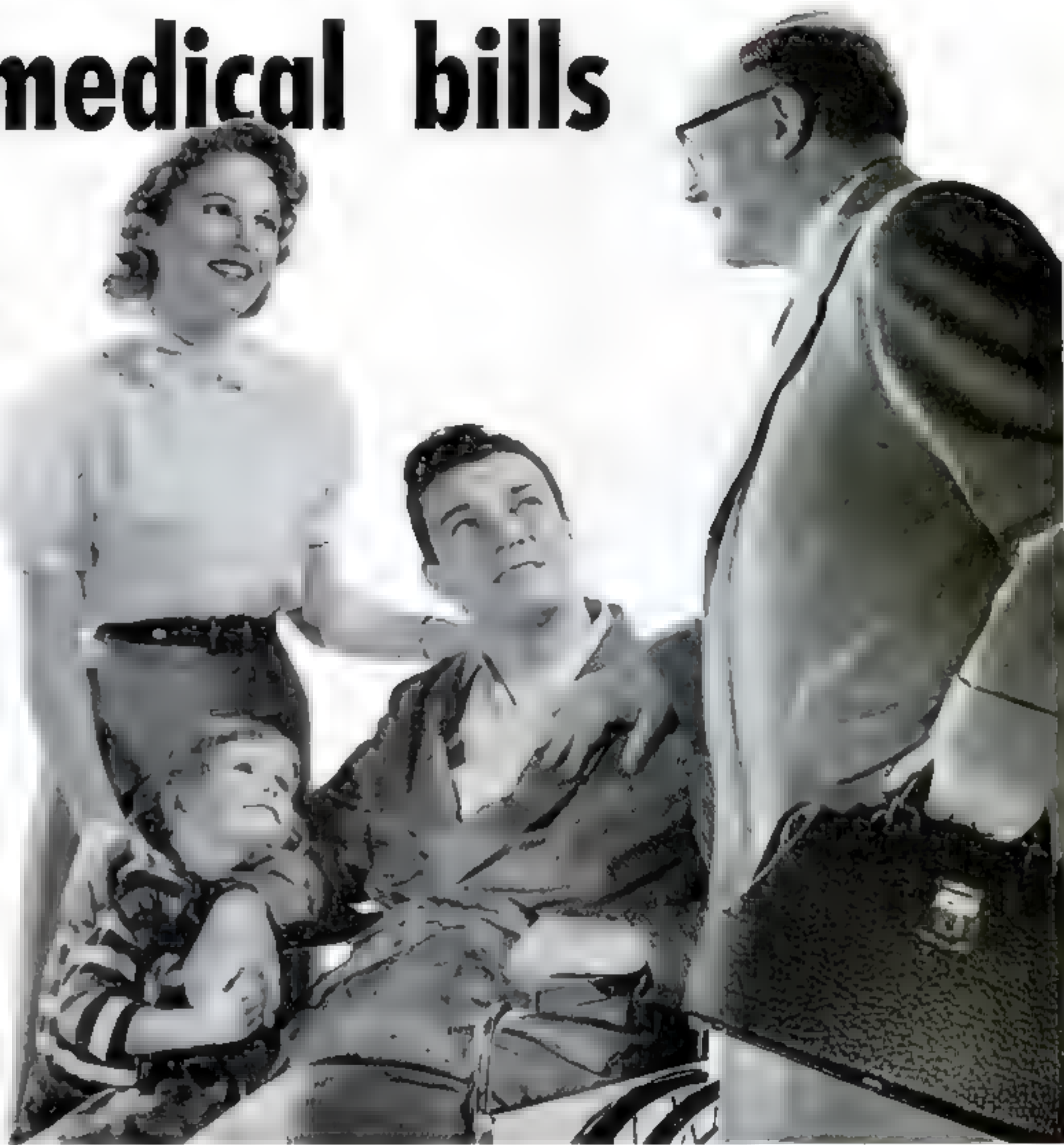
¹What is covered—and what is not—can only be exactly described in the policy itself. Your Hartford Agent will be glad to go over these points in detail with you. Or he will furnish a Specimen Policy for your own review. Simply mark the box in the coupon below.

²Policies having a \$5,000 maximum benefit are subject to a deductible amount of \$300, \$500 or \$750, at your option. \$7,500 maximum benefit policies can have either a \$500 or \$750 deductible; \$10,000 maximum benefit policies, a \$750 deductible.

Many advantages. Of course, you'll want to know about every feature of Hartford's Major Medical Expense Insurance. It has *many*. For example, rates are especially low for younger people. Hospital confinement is *not* required. Normally healthy people are eligible *without* a medical examination. Benefits up to the policy maximum (\$5,000 or more) apply to *each* accident and *each* unrelated illness. And the policy pays you in

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Do this today. All these features—and many others—are fully explained in a folder we'll be happy to send you. Write for it now. And then decide which Hartford Major Medical Expense insurance plan will best give you and your dependents the peace-of-mind protection you *want*—and the help you *need* in meeting big medical bills!



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My skin never looked so clear!"



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'clean AND clear'™ reaches all 5 cell-layers

*See skin in your Encyclopedia

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The deep, deep cleansing liquid! Lifts out makeup that soaps and creams leave behind!



Massage into your skin until it turns into a WHITE cream. As you cream old makeup OUT you're massaging skin-normalizers IN. Contains no drying soap or detergent. Tissue off — or use a damp washcloth.



Sir Cedric Hardwicke speaks his mind on Thom McAns — after critical 30-day test

Uncensored, unrehearsed — famous star admits he usually pays thirty dollars for his shoes... confesses his misgivings about Thom McAns... tells how he was induced to try them out... and why he now intends to go on wearing them.

Sir Cedric's report, in his own words

MY AGENT informed me when I last arrived from England that I'd been invited to join the Thom McAn Shoe Jury. "Shoe Jury?" I asked in some surprise. "I've just flown in from filming *Richard III*. Thom McAn? What is it?"

I consent to be a guinea pig

Then it was explained that, should I test for one month the shoe brand named Thom McAn, a considerable sum would be sent on my behalf to the charity of my choice. I thought that I might act the guinea pig in order that the Damon Runyon Cancer Fund could buy more guinea pigs—or, more

exactly, whatever supplies they needed.

For years now a man in Jermyn Street in London has had a last of my foot.

I pay about twelve pounds a pair for his shoes—over thirty dollars. When I heard Thom McAns cost from \$7.95 to \$12.95, I thought I'll try them for a month—and get rid of them.

After all, an actor may be vain about his looks, careful about his clothes, but he must be *downright finicky about his feet. He's always on them.* So, with misgivings, I approached one of the Thom McAn shoe stores in Hollywood.

Here was variety in styling, in leathers, in shapes

and models that would have put many a custom bootmaker to shame. I tried shoe after shoe. I could have walked out a business executive, a hunter, a golfer—or even a loafer. I finally chose four models. *To date I have found them, as I find my American friends, most dependable.*

I sum up my Thom McAns

I intend to go on wearing my Thom McAns—though I cannot truthfully say that I shall toss out all my other shoes and start life from the ground up with Thom McAn. But this much I do know: Thom McAns have splendid looks, are most comfortable—and *their cost is genuinely marvelous.*

I can and do recommend them to my colleagues and my friends and you.

Cedric Hardwicke

Sir Cedric chose from new Thom McAns like these: left—Calfskin Jaguar with flexible leather sole; right—plain-toe Jaguar in fine Glove Grain. Both in black, \$8.95. Thom McAn prices are \$7.95 to \$12.95.



Thom McAn

690 Thom McAn Stores Coast-to-Coast
Also available in Montgomery Ward Stores

GENERAL ELECTRIC SKILLET...

with heat thermostat makes
frying, cooking easier
... more flavorful

New
low
price \$17⁹⁵*
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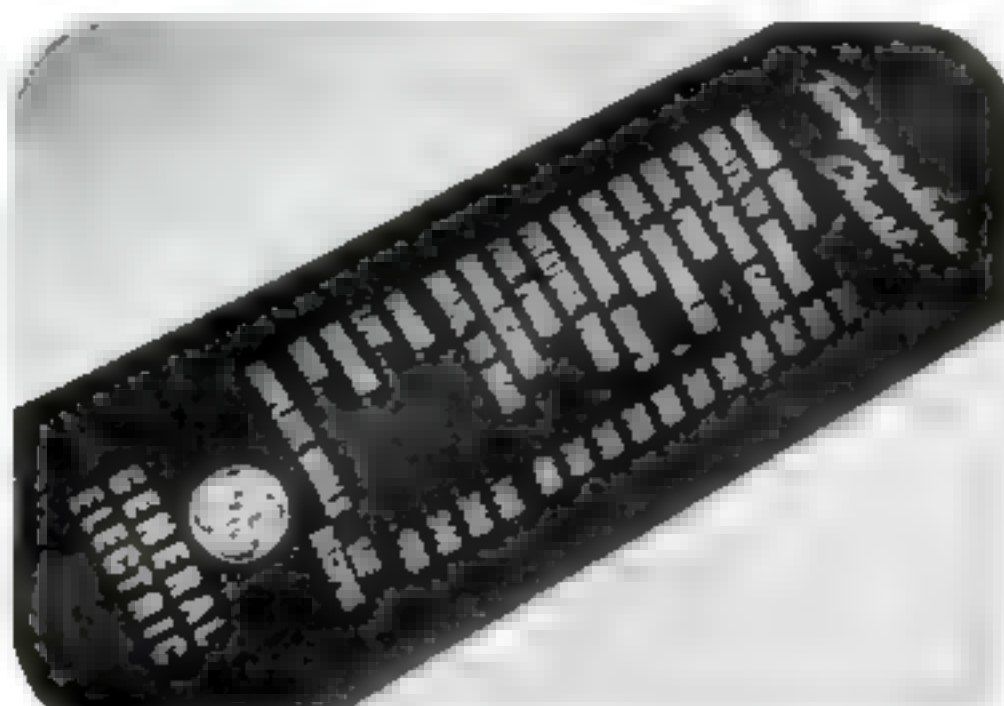


What convenience — cook right at the table! You can put this handsome new General Electric Skillet right on the tablecloth. Enjoy meals, no jumping up!



SAVES CONSTANT WATCHING!

1. Now you can set the correct temperature when you fry and cook, just as you do when you bake! Like a modern oven, the new General Electric Skillet has a built-in thermostat. You dial the heat, put the food in when the light signals, and after that the temperature never varies.



2. Stove burners are different—heat builds up and up, unless you keep adjusting. The skillet gives better results *without constant watching*. Food tastes better, too. For now we know that—like cakes and roasts—every food has a “just-right” temperature, listed on the skillet handle.



DIGESTIBLE FRIED FOODS!

NO SMOKING... NO BURNING!

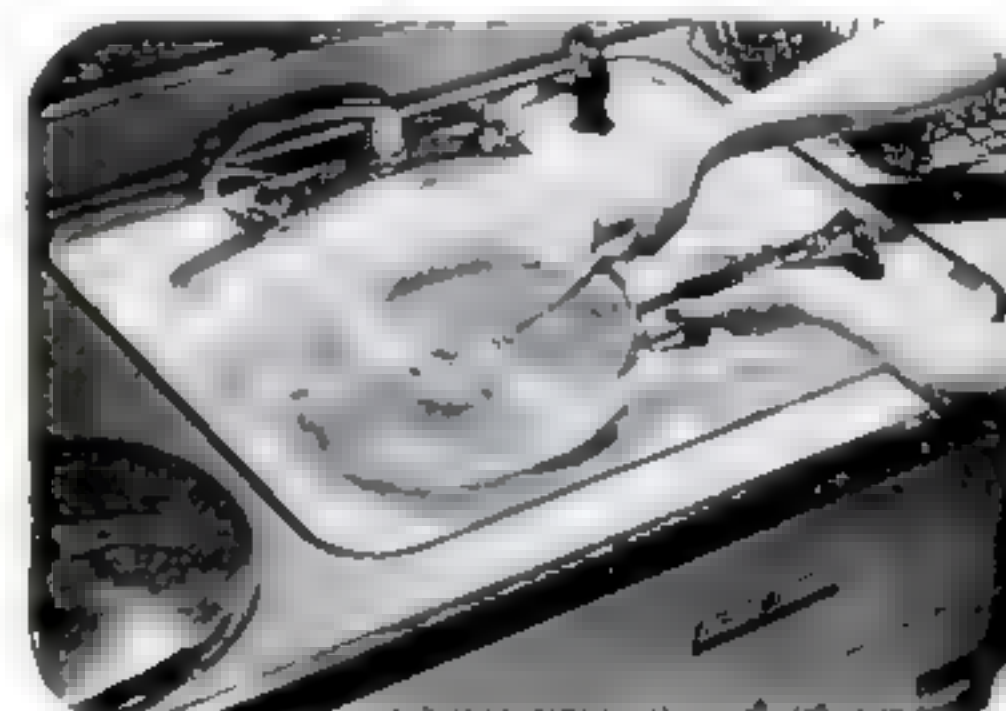
3. And everything you fry at recommended temperatures will be digestible! It is only when fat gets too hot—begins to smoke—that it becomes indigestible. The G-E Skillet works at temperatures well below this point . . . yet food fries light and crisp—no soggyneess.



4. You'll use it too for delicious stews, pot roasts, upside-down cakes, casseroles. Just use a standard 12-inch cover or get ours—only \$2.00* extra. This skillet is handy also for keeping food warm between servings. Take it right to the table—it's lightweight, has a comfortable handle.



5. Extra-large capacity! The General Electric Skillet is the large 12-inch size—it easily holds seven good-size eggs. And because it's round, it lets you cook *more* chops, chicken or other such irregularly shaped foods. More than ample for complete one-dish family meals.



6. A cinch to wash! Special finish keeps food from sticking, round shape makes the G-E easier to clean. And you can immerse it in water—right up to the end of the temperature chart. Handle hooks over dishpan or sink. Visit your G-E dealer this week—enjoy easier cooking, perfect food.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

FOR TWO WEEKS ONLY!


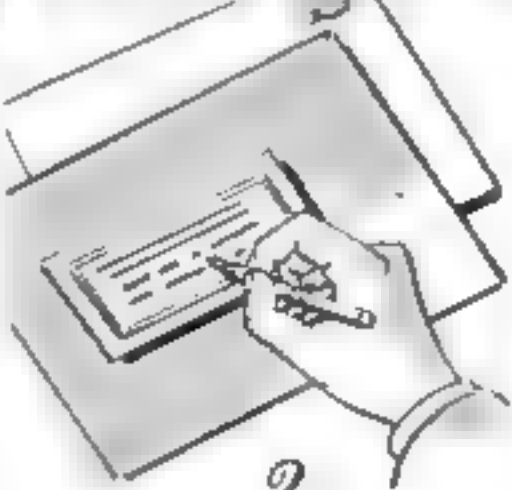



your RCA Victor Dealer offers you 3 FREE ALBUMS



PLUS \$24 SAVINGS

on future record purchases...all for only \$3.98!

New RCA Victor "Save-On-Records" Coupon Book brings sensational savings to record lovers!

 <p>1</p> <p>You buy the RCA Victor Save-On-Records Coupon Book at your record store for only \$3.98. It contains 24 coupons, each of which saves you one dollar on the purchase of select albums throughout the year PLUS Three Free Bonus coupons, each entitling you to a free \$3.98 RCA Victor album.</p>	 <p>2</p> <p>You immediately fill out the first coupon in your Save-On-Records Coupon Book and give it to your dealer. This Registry Coupon entitles you to any RCA Victor Album worth \$3.98 in his store... absolutely FREE. You can take this album home with you right away.</p>	 <p>3</p> <p>Every month from then on for a full year, you will receive, from your dealer the RCA Victor Save-On-Records Bulletin. It will describe two new \$3.98 RCA Victor Albums, that are being offered in advance of regular release, to owners of Coupon Books. One album will be Classical, one Popular.</p>	 <p>4</p> <p>You decide which you want, both, one or none. Then bring your Coupon Book back to your dealer. By presenting the monthly coupon or coupons to your dealer, you save one dollar toward the purchase of each of the albums, each a \$3.98 value. They will be mailed to your home for only \$2.98 each.</p>	 <p>5</p> <p>During the year you will receive notification of two more FREE RCA VICTOR Albums... one in July and one in October. These are Bonus Albums available FREE only to Coupon Book owners. Take your other two Free Bonus Coupons down to your dealer and get your albums.</p>
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YOU ARE UNDER NO OBLIGATION TO BUY! *You purchase only the records you want, when you want to buy them...right at your dealer's counter!*

OFFER CLOSES IN TWO WEEKS! ACT NOW!





An original painting for Friskies by Douglass Crockwell

End of a frisky day...

Friskies provides up to twice the nourishment of low-quality dog foods

Some canned dog foods may fill without fully nourishing...no matter how much your dog may eat! Canned Friskies is a complete diet containing every food element dogs are known to need... up to twice as much nourishment per can as low-quality dog foods. The principal ingredient in Friskies is *real* meat, inspected and certified horse meat. Every can is prepared to the high standards of the Carnation Company and the U. S. Government.



Only a canned dog food that fully nourishes can bear this U. S. Govt. Seal

ALBERS MILLING CO. DIV. OF CARNATION COMPANY, LOS ANGELES 36, CALIFORNIA



Keep your dog
frisky with Friskies



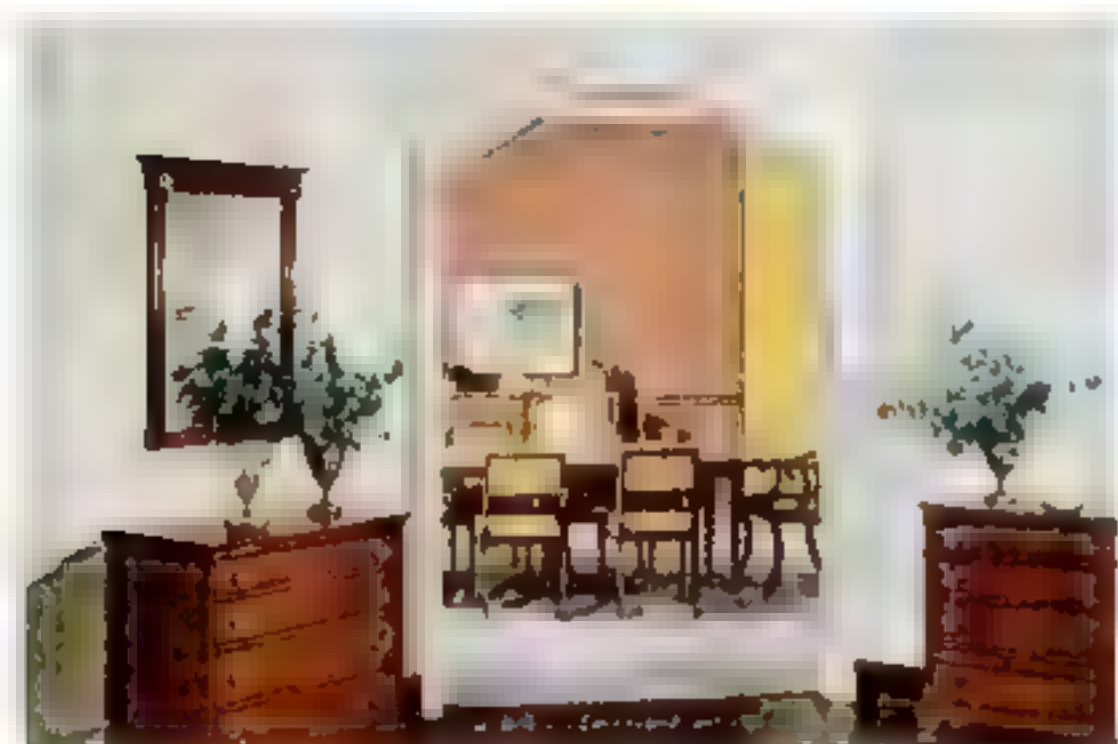
FOR VARIETY, FEED
CARNATION-QUALITY
FRISKIES MEAL
Available in 2, 5, 10, 25,
and 50-lb. sizes.

COPYRIGHT 1956 ALBERS MILLING CO.

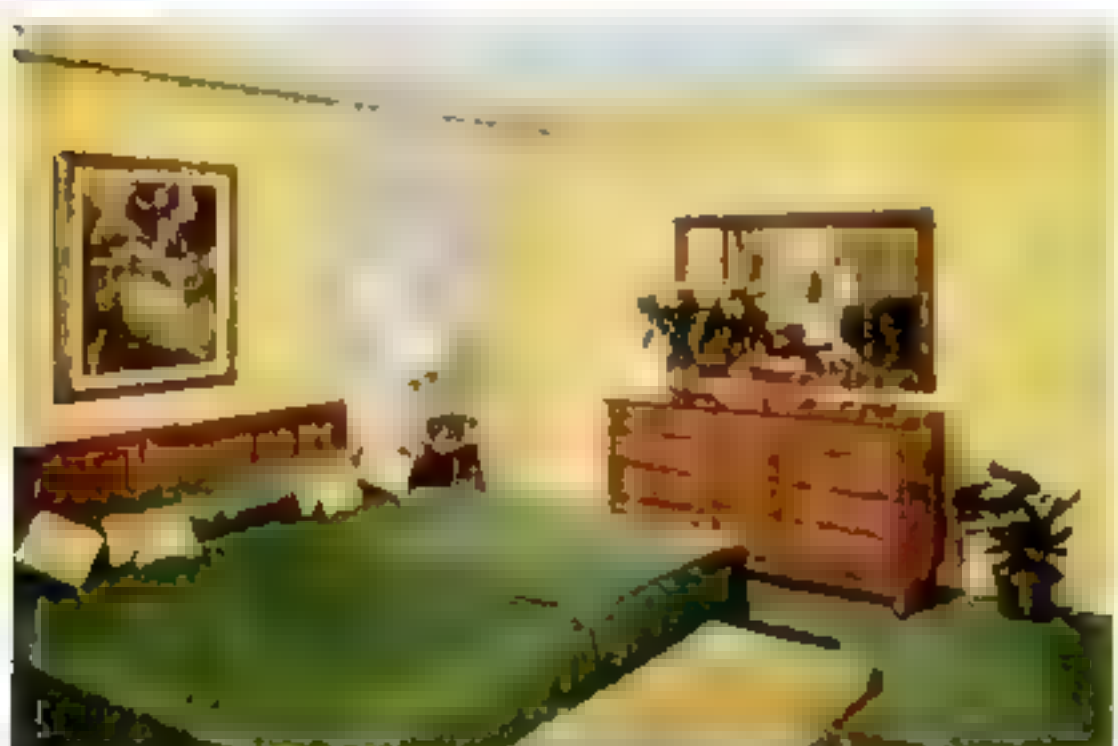
YOUR ROOMS CAN LOOK NEW FOR YEARS LONGER



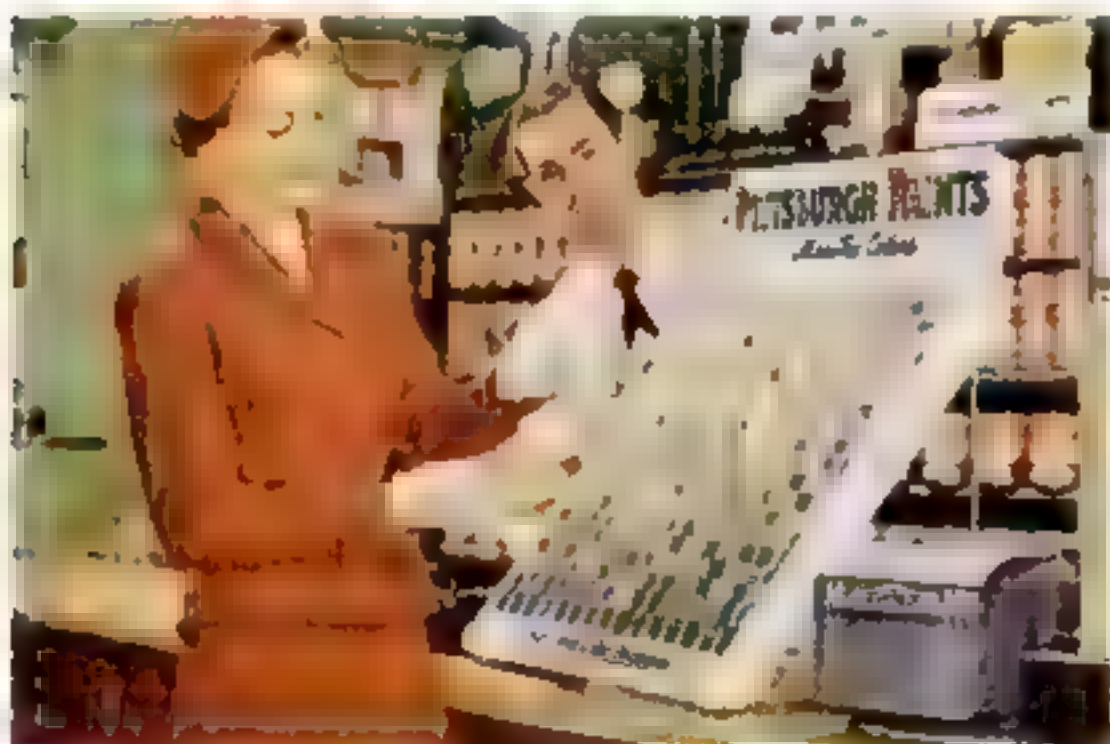
Romany Blue WALLHIDE Rubberized Satin Finish provides a rich background for the furnishings of this room.



Cascade Blue and Cavalier Red WALLHIDE Rubberized Satin Finish accent colonial atmosphere of this dining room.

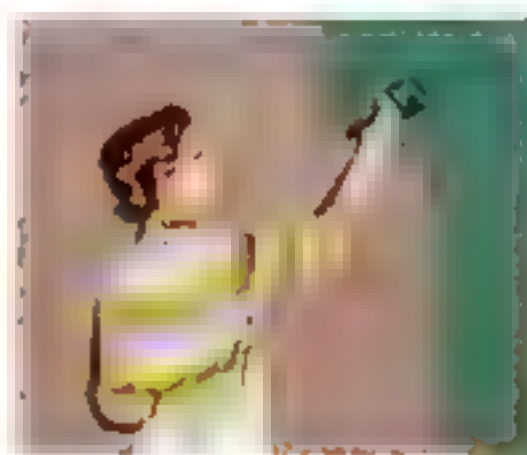


Walls of Buttercup Yellow WALLHIDE Rubberized Satin Finish surround this charming bedroom with sunny warmth.

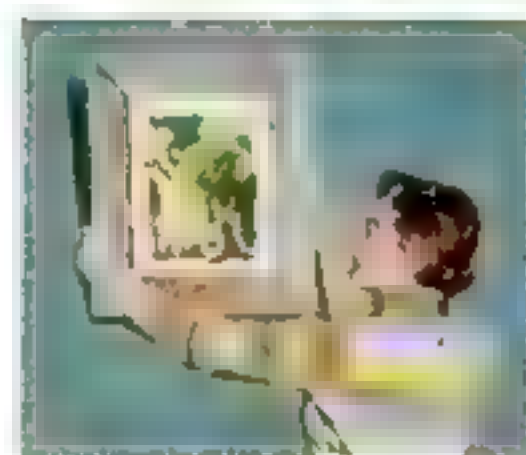


This handy Color Selector at your nearby Pittsburgh Paint dealer's shows you the hundreds of MAESTRO COLORS available in Pittsburgh WALLHIDE Rubberized Satin Finish and WALLHIDE Alkyd-Type Flat for walls; WALLHIDE Gloss and SATIN-HIDE Enamels; SUN PROOF House Paint and Trim; Rubberized CEMENTHIDE Masonry Paint and Shake and Shingle Paint.

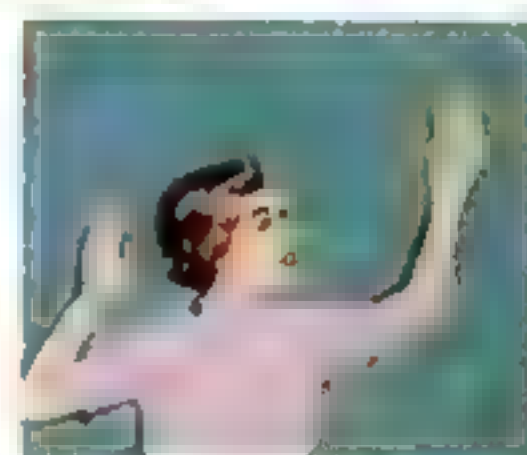
Now rugged, heavy-duty Pittsburgh Wallhide Rubberized Satin Finish—made to stand extra wear in hotels and schools—available to you in hundreds of colors



1. Fast to Apply—Pittsburgh Rubberized WALLHIDE goes on in a hurry with brush or roller!



2. Fast to Dry—You can move back into decorated rooms within an hour after painting!



3. So Easy to Wash—You wipe off dirt, crayon marks, ink spots and stubborn stains in a twinkling!

Choose the sturdy wall paint that stands up even in a houseful of lively children! It's "Kid-Tested" in thousands of homes!

Lovely rooms that keep their "just-painted" beauty and freshness far longer now can be yours in a few easy hours with glamorous Pittsburgh WALLHIDE Rubberized Satin Finish. The hundreds of exciting Pittsburgh MAESTRO COLORS now available include all the hues and blends you've ever wanted . . . plus perfect matching Pittsburgh enamel finishes for your woodwork and other trim.

Pittsburgh's Rubberized WALLHIDE flows on easily from brush or roller. No laps or brushmarks. Even beginners get a color-perfect finish. There's no "painty" odor and drying is super-fast. Here's a tough, non-porous finish that can take rough punishment from a houseful of lively youngsters—and *like it!* You can wash and scrub it repeatedly . . . its soft-toned beauty wears and wears!

Get a free copy of the new Pittsburgh book, "Living In Color" at your Pittsburgh dealer's. Contains valuable suggestions and painting hints that help you paint more easily and economically, inside and out.



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LETTERS TO THE EDITORS

THE EPIC OF MAN: PART III

Sirs:

Your series ("The Epic of Man," *LIFE*, Feb. 27) marks a most colossal achievement in literary and pictorial presentation in this particular field.

JACOB B. GLENN

New York, N.Y.

Sirs:

I am a student and thrilled by your extremely informative article. I now understand the Stone Age people from the practical side as well as the scientific one.

BEA-DELPHINE PAYOR

New York, N.Y.

Sirs:

Because a cache of skulls was discovered in a cave, you depict a most gruesome and revolting scene. This type of reasoning and interpretation is used throughout your series to give credence to some otherwise quite unconscionable conclusions. Assuming that these ancient people were head hunters and cannibals, I ask, what is gained—intellectually and artistically—by so barbaric, odious and loathsome a portrayal?

DANTE J. MERCLIO

Bloomfield, N.J.

Sirs:

Your illustrations are truly well executed. Speaking as an artist, I do appreciate the fine quality of the drawings and paintings.

DAN FAGLEY

Hollywood, Calif.

COVER

Sirs:

The cover ("Stone Age Survivors: Eskimo Family," *LIFE*, Feb. 27) dovetails beautifully with the statement that Eskimos adore their children. The blissful affection expressed by the young father's face and his hand gently supporting his baby's head, the pleased acceptance of the young mother make me wonder why one so seldom observes such genuinely frank adoration and satisfaction in our own civilization.

LOLINE BROWN ROSECKY

Newtown Square, Pa.

Sirs:

Why do you show parents with fur coats and a nude baby? Don't you think a newborn feels the climate?

JACK CUTLER

St. Louis, Mo.

● The Eskimo baby is kept most of the time inside the mother's garment and carried on her back.—ED.

RACE FOR A SUPERMISSILE

Sirs:

I cannot see ("U.S. Races for a Supermissile," *LIFE*, Feb. 27) how there will be an end to the arms race. It looks as if the world is to be a giant arsenal.

GERTRUDE TIPPLE

Ghent, N.Y.

Sirs:

The disadvantages of revealing such military information far outweigh the possible advantages. I am mindful that the Russians already possess much of the information so freely revealed. But it would be difficult to convince me that there is no information in

articles such as this that our "potential" enemies do not already possess.

CHARLES B. LESSER

Waco, Texas

● The pictures and text in *LIFE*'s article were reviewed and cleared by the Defense Department for general publication. The information is unclassified and does not reveal any secrets. *LIFE* feels that the armament program, one part of the Defense Department's \$35.5 billion budget, is a subject of legitimate and necessary public interest.—ED.

Sirs:

LIFE's report is part of the race to supertragedy. What a story it would make and what a pity you won't be able to report it. It should make a fine finale to the "Epic of Man" series.

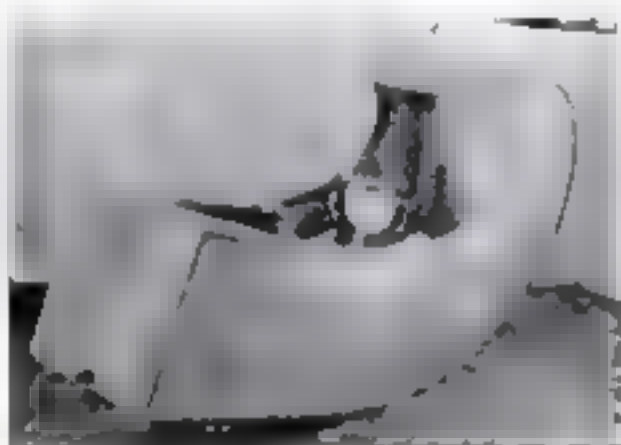
ROBERT F. WEAVER

Waldron, Wash.

TREASURY OF OLD TUBBERY

Sirs:

Searching for a way to make their children happy as well as clean ("A Treasury of Old Tubbery," *LIFE*, Feb. 27), my parents solved the Saturday



night bath problem with a tub specially designed at the turn of the century. The tub "rocks" as well as cleans and 4-year-old, third generation Marianne Volkman still enjoys splashing in this sheet metal model with rubber bumpers—a combination rocking horse and bathtub.

WILLIAM J. VOLKMAN

Laconia, N.H.

THE WORLD OF POOH

Sirs:

Permit me to thank you for your enchanting article, "The World of Pooh Lives On" (*LIFE*, Feb. 27). May Christopher Robin and his little friends continue to be a part of the fantasy of childhood and may they continue to hold the fascination for grownups that they still do for me today.

CAROL J. SCHANTZ

Lewisburg, Pa.

CONTINUED

Please address all correspondence concerning *LIFE*'s editorial and advertising matters to: *LIFE*, 9 Rockefeller Plaza, New York 20, N.Y.

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WHEN
CONFIDENCE
COUNTS



Otto Graham, star quarterback of the championship Cleveland Browns professional football team.

OTTO GRAHAM is the kind of fellow we picture as a Wildroot Cream-Oil man, a self-assured he-man with a neat appearance and an air of quiet confidence about him. Confidence is something we all need when it's important to make a good impression on other people. And confidence begins with a good appearance which naturally means well-groomed hair. That's why you should use Wildroot Cream-Oil. It keeps hair handsome and healthy looking, neat but *not* greasy. Use Wildroot Cream-Oil every morning and have confidence you will make a good impression in *any* situation.



Wildroot Cream-Oil
gives you
Confidence!

Non-Alcoholic! Contains Lanolin
Nature's finest hair and scalp conditioner





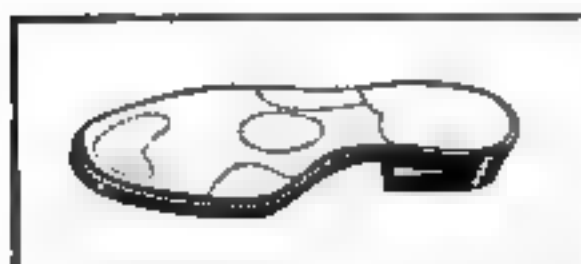
and
there you
are...

in famous Bostonian Footsavers

#4033—FAIRFIELD Moc-Blucher Lo Slope in Black Llama Calf.

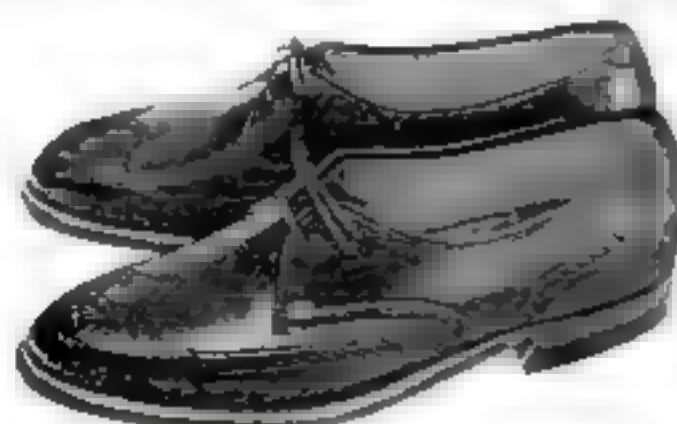
Comfort? Nothing plants that idea faster than your first walk in *Footsavers*®. These fabulous shoes give you snug, moccasin-like ease. They're soft and supple to match every dip and curve in your foot. And *Footsavers*' special *inside lift* keeps you rested and refreshed even after long hours on your feet.

Walk in to your Bostonian dealer real soon. Walk out in smartest comfort. *Bostonians*® \$17.95 to \$25.95, *Footsavers* from \$21.95



Footsavers' secret is in the sole! Moulded heel-seat, steel shank, natural rise at arch, moulded ball-joint pocket.

#4031—FAIRFIELD Wing-Tip Blucher Lo Slope in Brown Llama Calf. (Also in Black, Style #1027)



© 1956 Commonwealth Shoe & Leather Co., Whitman, Mass., Shostown, U.S.A.

LETTERS TO THE EDITORS CONTINUED

Sirs:

The Milne article brought back the happy days when we read and reread his delightful books to our children. One American child, however, has a jungle which Mr. Milne wrote especially for him. From Dallas, Texas, where I lived in 1944, a 9-year-old boy, Johnny Boyd Apple, wrote admiringly to Mr. Milne. Mr. Milne replied:

"Dear Johnny,
What a lovely name you have! I had to write a poem about it:
He may rise, or he may not, to fame;
May be stupid or good at some game;
But the surest chap'll
Like Johnny Boyd Apple
As soon as they tell him the name,
Your friend, A. A. Milne"

MARGARET BORDEN

East Longmeadow, Mass.

THE RETURN OF ROBINSON

Sirs:

Your article "The Return of Robinson" (*LIFE*, Feb. 27) struck a very responsive chord. In his role as the middle-aged "Manufacturer" in *Middle of the Night*, Robinson reminded



me of a similar role that I played in real life in 1944. At 50, I had to decide whether marriage to a girl of 25 had any chance of success. Without advice or defense from anyone, I decided love would make the marriage succeed, and we married, each for the first time, on June 21, 1944. This picture above, taken on our 11th wedding anniversary, speaks in the affirmative. It depicts the author (almost 61), sons Cornelius (8), Frederick (2½), wife Vivian (36½) and daughter Faith (10) in our happy home.

ALOYSE SCHUSZLER

Cleveland Heights, Ohio

BURDENS OF PRESIDENCY

Sirs:

Your article "How to Ease the Burdens of World's Most Burdensome Job" (*LIFE*, Feb. 27) points up a fundamental problem of democracy: how to keep the chief executive both accessible and functional. Maybe an old monarchical practice could be tried—the royal levee. Let a registry be kept of all who desire to pay their respects to the President. Let the President personally select those he will receive. Then let a period of once a month be set aside for these audiences.

LLOYD H. LEWIS JR.

Churchland, Va.

Sirs:

If in England there are two people—the queen and prime minister—and in France the president and premier; why not in America several vice presidents? Most organizations of any size have several working vice presidents.

DOROTHY R. WATTS

Granite City, Ill.

BEAUTY WINS FOR WILBER

Sirs:

Elegance and beauty ("Elegance and Beauty Win for Wilber," *LIFE*, Feb. 27) may win for Wilber, but some of us still love a hound dog.

EDWARD W. CORFINE

Somerville, Mass.

Sirs:

Please think twice before printing any more revolting pictures of dogs eating steaks. I've had dogs and fed them, but never steaks. Nor at table with people.

C. F. LENDER

Los Angeles, Calif.

TRUSTING A TOMCAT

Sirs:

If this cat ("Trusting a Tomcat," *LIFE*, Feb. 27) carried on his "cunning pursuit of birds" on my premises, he wouldn't have nine lives to live. He wouldn't have even one.

WINIFRED WATSON

Omaha, Neb.

Sirs:

The owner would be a far better citizen if she fed her cat parakeets and trained him to leave the wild birds alone.

OZELLO SCHMIDT

Folsom, Calif.

LETTERS TO THE EDITORS

Sirs:

It's easy for the north (Letters to the Editors, *LIFE*, Feb. 27) to shake a finger at our southern countrymen for their "oppression" of the Negro—we're out of the conflict. But let's be truthful with ourselves. These people who oppose segregation—would they tolerate people of a different color as next-door neighbors? We talk about brotherhood, we admire the Negroes as martyrs to the cause of human equality but have them as neighbors? "Oh, dear me, No!" Being a New England Yankee, maybe I come by it naturally, but I think it's dang stupid of some people to suggest that we govern our actions according to what people in other countries will think of us. We didn't fight the Revolutionary War to make a good impression on France, Germany or Denmark!

DONALD F. WEEKS

Taunton, Mass.

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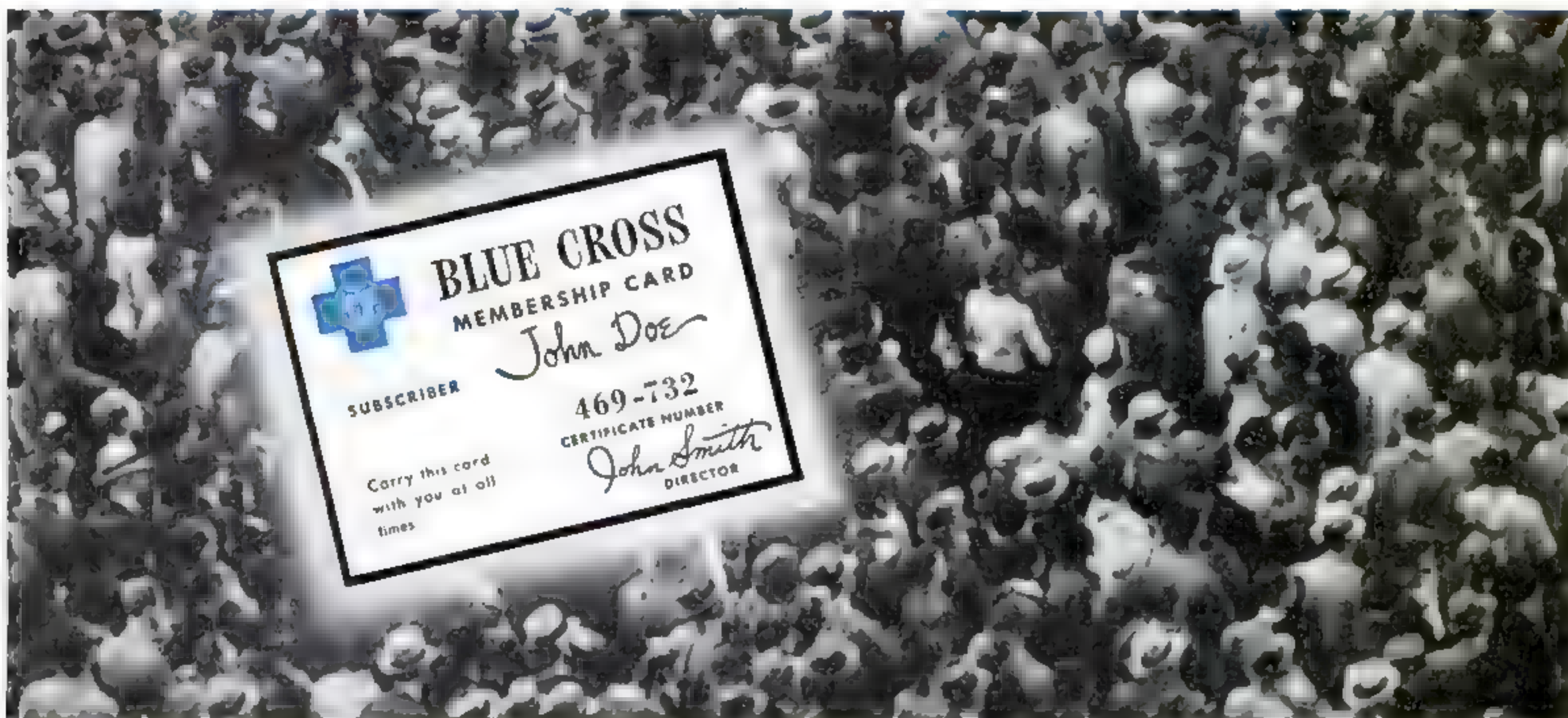
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NEVER before in America's history has any voluntary movement won so many members! Twenty-five years ago, the Blue Cross idea first demonstrated to America the workability of a program for making real hospital expense protection available to

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All Blue Cross Plans have one primary objective: to protect people in terms of the hospital care they need, rather than dollar allowances. Organized for service, not for

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Most people join Blue Cross through a group where they work. Ask your employer. Or contact your local Blue Cross Plan. *Blue Cross Commission, Dept. 107, 425 North Michigan, Chicago 11, Illinois.*

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PROTEIN!

This intent lady is reading the most nutritious cereal story of our time. You can read about it on the back of the Special K package.



NET WEIGHT 4 1/2 OZ

Kellogg's

SPECIAL

K

HIGH-QUALITY PROTEIN
VITAMIN D
VITAMIN B1
VITAMIN B2
VITAMIN B6
VITAMIN C
NIACIN
FOLACIN
COPPER—IRON—PHOSPHORUS



CONCENTRATED HIGH-QUALITY PROTEIN
in a delicious new cereal form

Kellogg's

New food discovery



Fast-growing youngsters need up to twice as much protein as grownups. They need high-quality protein --the kind in Special K--to build sturdy bodies, good red blood.



Mature adults find protein helps them lead active lives years longer. Special K's high-quality protein is easily digested and its inviting flavor helps stir lagging appetites.



Teen-agers are often poor breakfast eaters. But Special K's different flavor makes them want to eat --and has the high quality protein they need to stay active.

Concentrated high-quality protein in a delicious new ready-to-eat cereal form

As doctors, dietitians, and you, yourself, know, protein is the key to your family's good health.

And now, with Kellogg's Special K, you can start your family out with the kind of protein they need. *Concentrated high-quality protein* that helps the youngsters grow strong and sturdy . . . keeps grownups going longer without a letdown.

Special K was developed in collaboration with nutritionists from two leading universities. It took four years to find a way to combine the nourishing grains with other natural foods (including

milk and yeast). The result is a new food with more high-quality protein than any other cereal, hot or cold. And twice the average of all cereals.

Special K is also remarkably rich in the vitamins we all need daily. More than a puff, more than a flake—it is an entirely new cereal form. Special K has a unique flavor almost everybody likes instantly.

For all its extraordinary health benefits, Special K costs only a few cents a serving. Your grocer has Special K now. It is the package with the big red K on the front—and all the health inside.



Weight watchers and expectant mothers will appreciate this: Kellogg's Special K has more high-quality protein than any other well known cereal, yet an average (1 ounce) serving contains only 105 calories.

Kellogg's

OF BATTLE CREEK

CARS DO DUPLICATE FLIPS

**Speed on a sandy turn
brings auto acrobatics**

On the rain-dampened north turn of the racing strip at Daytona Beach, Fla., the high-powered stock cars seemed to be playing a reckless, acrobatic game of follow-the-leader. At almost the same sandy spot, they went through a tumbling sequence that sent them flipping and bounding over the track. Photographers Richard Kelsey and Lyle Lucier, operating an aerial camera from a tower near the turn, shot these twin crash acts by Russ Truelove (*top sequence at right*) in a 1956 Mercury and Robert Glen Johnson Jr. (*bottom sequence*) in a 1956 Pontiac.

Roaring down the two-mile stretch of hard-packed beach (*below*), both Truelove and Johnson hit the soft sand of the curve at 110 to 115 mph and went flipping out of the 160-mile Grand National race. Both drivers wore crash helmets and safety belts and were protected by roll bars which prevented the car tops from collapsing. All told, 39 drivers out of the 76 who started failed to complete the course.



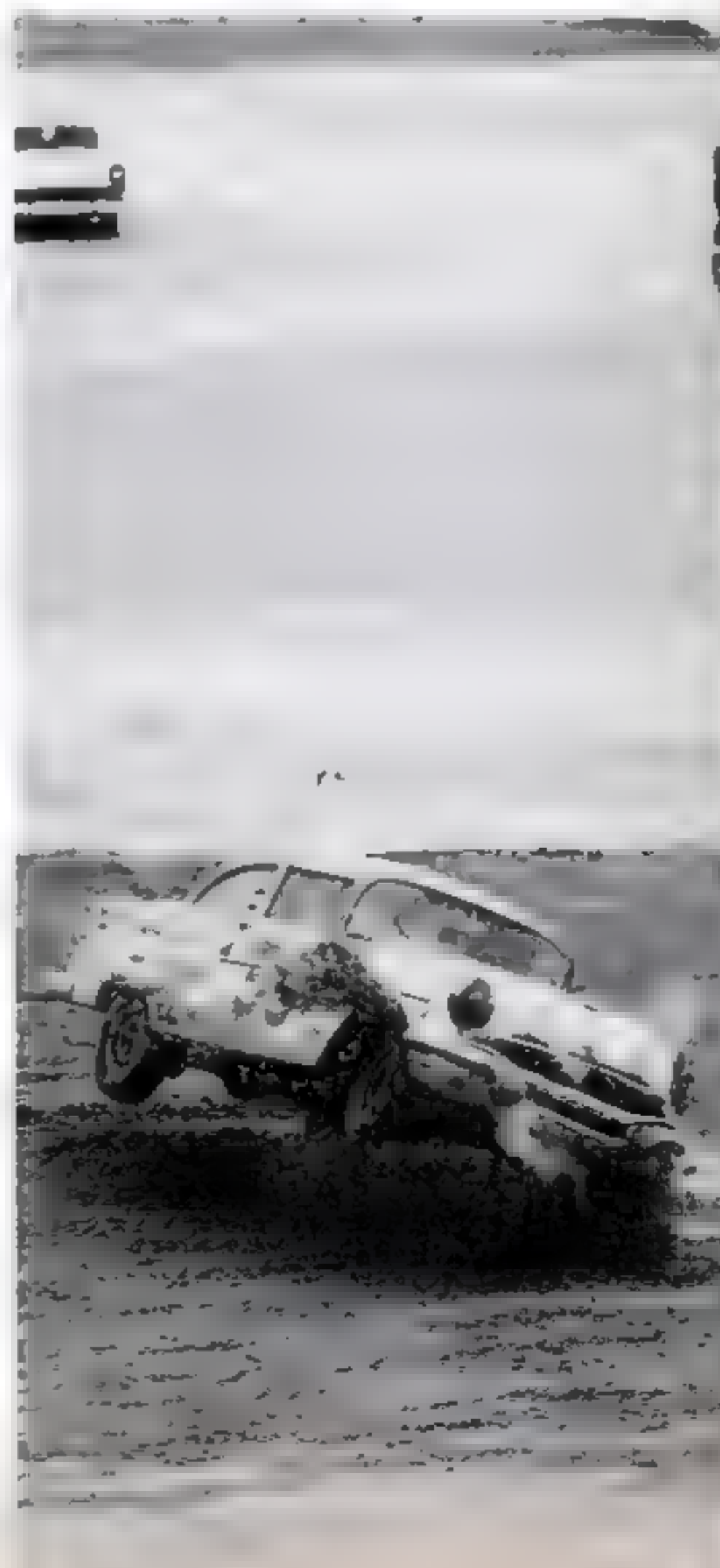
THE BOTTOMS-UP SKID



THE TWO-WHEEL PIVOT



SEASIDE COURSE covers two miles of beach, two miles of paved road. Arrow shows accident curve.





THE ALL-OUT BOUNCE



THE TENDER LANDING



THE LUCKY WALKAWAY





SHIRLEY JONES, starring in
"CAROUSEL"
By Rodgers and Hammerstein.
A 20th Century-Fox Production in
CinemaScope 55. Color by De Luxe.

SHIRLEY JONES & PERC WESTMORE REVEAL THEIR SECRET!

—the secret of the complexion miracle that's
yours in this magic bottle

It's Tru-Glo Liquid Make-Up — created for glamorous Hollywood stars and you by the Westmore Brothers, world's leading make-up artists.

Everyone admires the smooth, flawless complexion beauty of the stars on and off the screen. Now, every woman can discover this secret of the stars for herself. See how these glorifying drops of Tru-Glo beautify your complexion instantly! Just touch a few creamy, concealing drops to forehead, cheeks, and chin — then gently smooth on. You'll marvel at the complexion miracle you've created!

Screen-Tested in Hollywood — Tru-Glo is the original, and only, liquid make-up proved best for you by the world's most glamorous stars.



Perfect for every skin type — available in all shades.
At all variety and drug stores. 59¢*

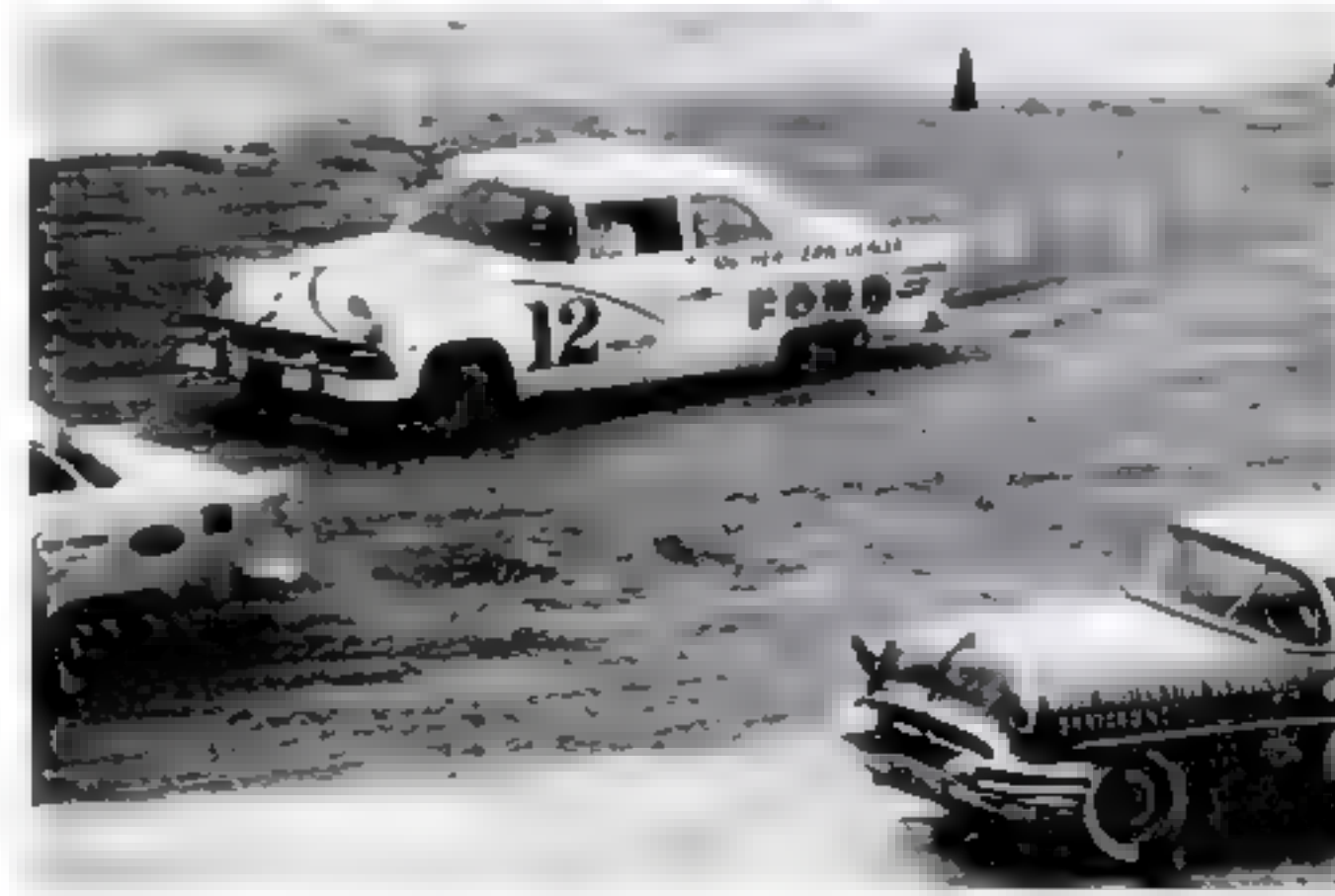
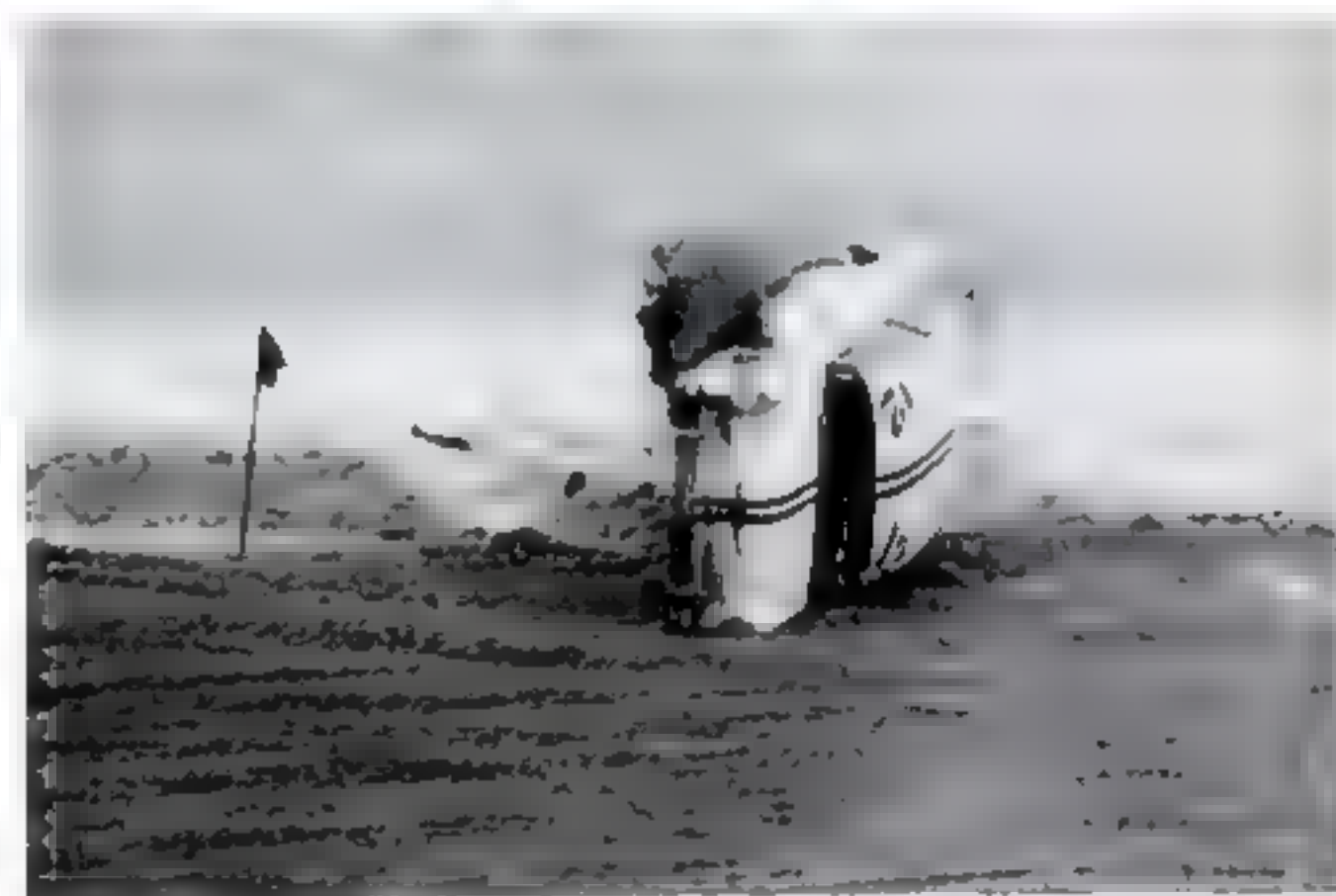
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Tru-Glo
original liquid make-up

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CAR FLIPS CONTINUED

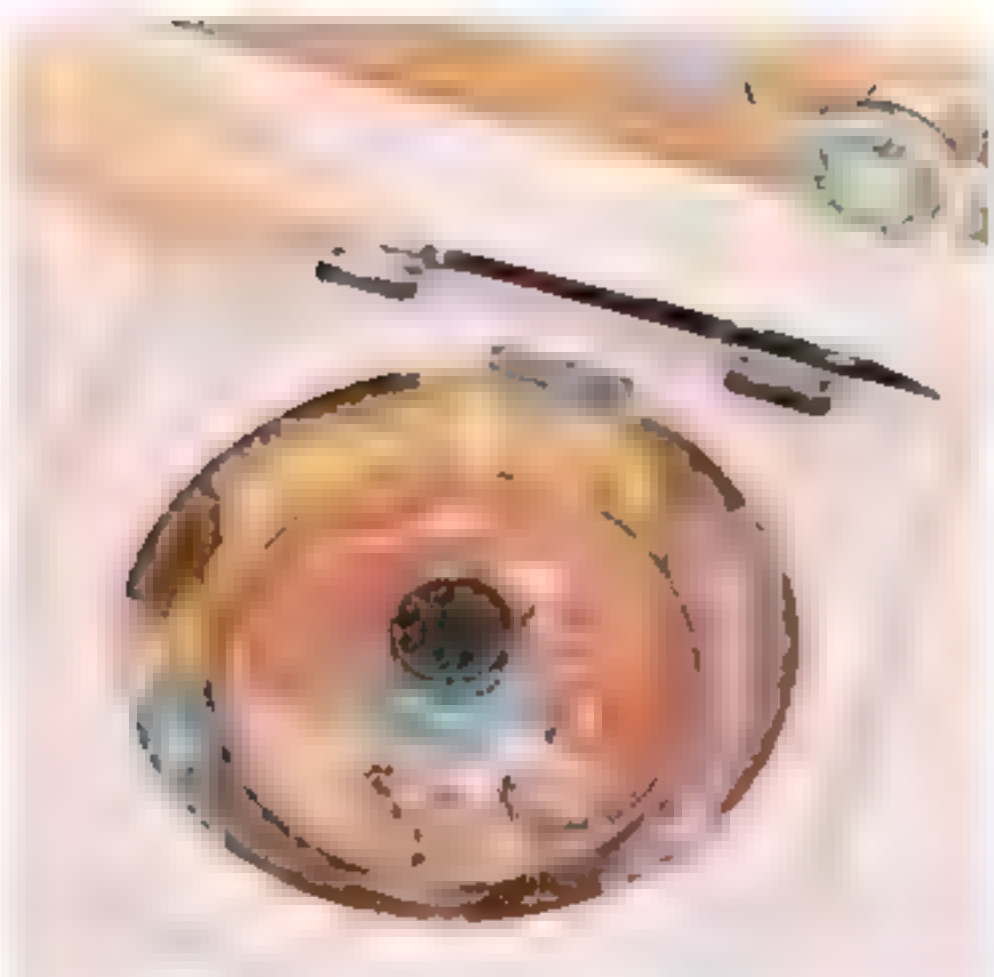
ROLL OVER AND RECOVERY



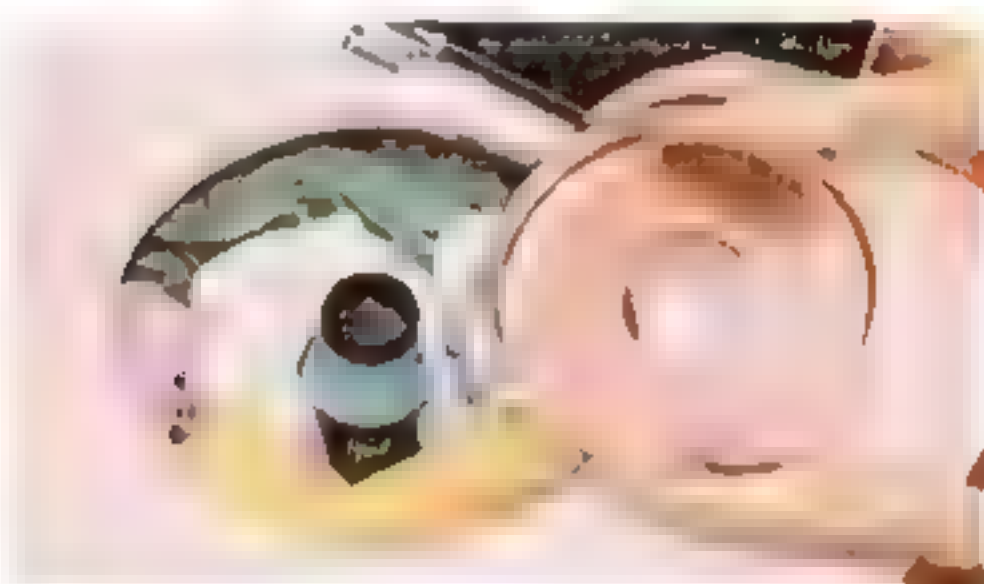
GET UP AND GO is shown by Ralph Moody who flips over in his Ford when his wheels were locked by sand, goes into skid (top pictures), tumbles, rolls completely over, then (bottom picture) straightens out and continues in race. Moody, who estimates he lost no more than 60 seconds, finished 11th.

NEW 1956 G-E FILTER-FLO® WASHER GIVES YOU CLEANER, BRIGHTER CLOTHES... NO LINT FUZZ!

Amazing Filter-Flo Washing cleans and re-cleans the water as you wash



Look for Filter-Flo System—today's most talked-about improvement in automation. Only G.E. has it! Full tub of wash water is filtered five times during a wash cycle without wasting water or detergent. Above, you see lint and loose threads being removed as circulating water flows through the filter.



Slips out for easy cleaning. The filter fits on the Activator top, also holds detergent, dispensing it evenly dissolved through the wash. After clothes are placed in washer, slip the filter into place. After wash is over, slip it out to empty.



After 11 washings in washer without a filter, sock at left was flecked with lint fuzz. After 11 washings the G-E Filter-Flo way, similar sock (right) washed in an identical washload, showed almost no lint. Washing in filtered water leaves clothes sparkling.



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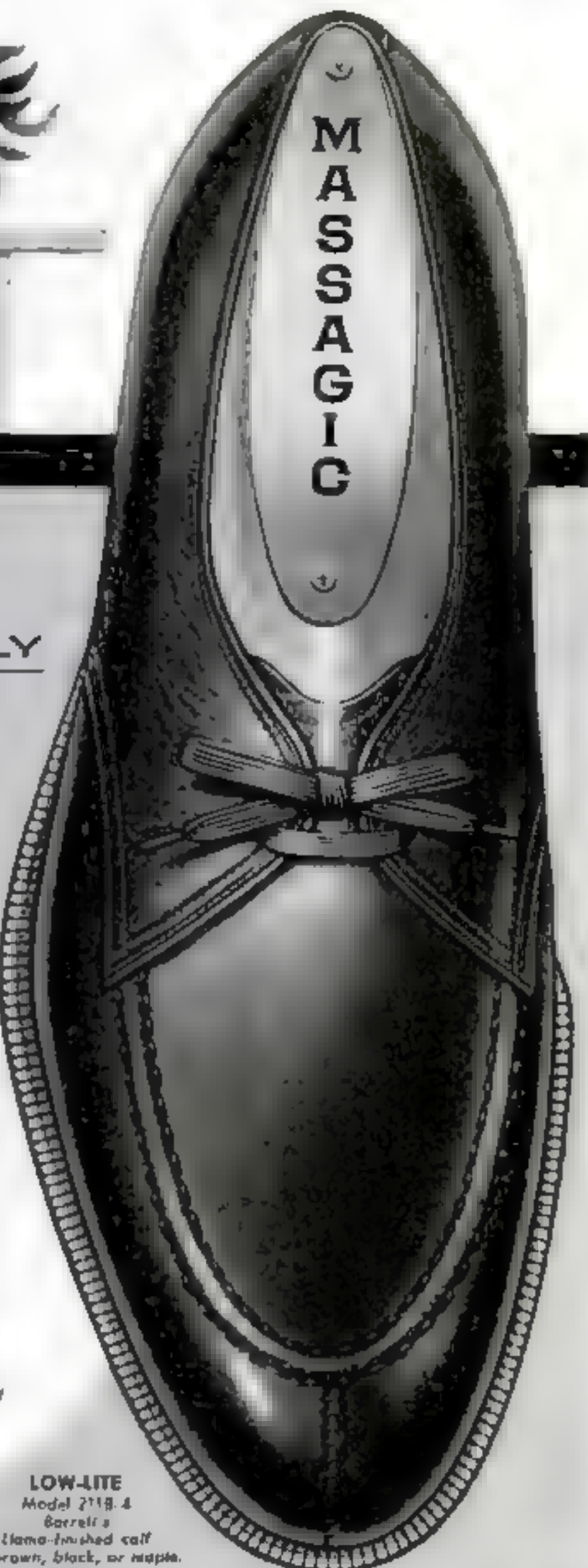
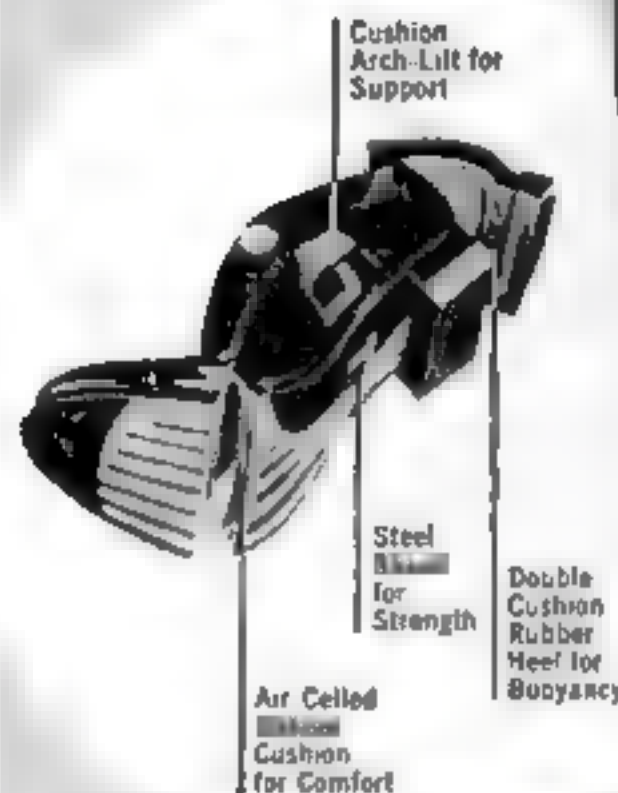
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ON THE SEARCH for Bridey Murphy, Bernstein (center) used candle-flame method of hypnosis on Pueblo housewife "Ruth Simmons." While two

assistants hold microphones, Bernstein re-enacts here a session which took place on Nov. 29, 1952, first time she told of previous life as Bridey Murphy.



TRACING HER LIFE, the reincarnation of Bridey draws map after trance to locate Bridey's Belfast house. She has back to camera to shield her identity.

FOLLOWING THE FAD for hypnosis, U.C.L.A.-coed Rachelle Beugen supports Dr. William Seide, who hypnotized her at a sorority demonstration.



BRIDEY MURPHY PUTS NATION IN A

LAST week a considerable part of the U.S. lay under an Irish spell and the spell was becoming deeper and wider as fast as the written word, awed gossip and the televised image could spread it. The genie responsible was a red-haired Irishwoman named Bridey (short for Bridget) Murphy, who may or may not have lived in early 19th Century Belfast and Cork and who made her presence known, in eerily factual detail, during a series of hypnotic sessions held some time ago in Pueblo, Colo.

Bridey spoke through the hypnotized person

of an attractive young Pueblo matron whose pseudonym is "Ruth Simmons." While deep in a trance, she told how she had grown up in early 19th Century Ireland, married, died and then even watched her own funeral. The hypnotist was Morey Bernstein, a 36-year-old Pueblo businessman of impeccable reputation and honesty, who had taken up hypnotism as a hobby. He summoned up Bridey by a familiar technique known as hypnotic regression, whereby the hypnotist leads his subject back to adolescence or early childhood. Going one

step further, Bernstein attempted to take his subject back before her birth, and the next thing he knew he was listening to Bridey Murphy's rambling discourse.

Thereafter Bernstein re-examined Bridey at length in a series of sessions with witnesses. He then wrote a book, *The Search for Bridey Murphy*, which was published on Jan. 5. The publisher, Doubleday & Company, hoped for a possible sale of 10,000 copies. Today, *Bridey* is No. 1 best seller in the country, with 170,500 copies in print.

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HYPNOTIZZY

A book about a reincarnated Irish girl
creates a craze both giddy and serious

by HERBERT BREAN

The unusual sales have been attended by unusual incidents. In Chicago a man walked into a Kroch's & Brentano's bookstore, which had a large window display of *Bradey*, announced, "That's a nice-looking window—I'll take it," and bought the entire display, totaling 166 copies. "For my friends," he explained. To accommodate *Bradey*-hungry customers A. C. Vroman, a Pasadena book jobber, ordered 1,000 copies delivered by air freight from New York, an extravagance unheard of in the penny-conscious book business. "It's the hottest thing since

Norman Vincent Peale," said a Houston bookseller.

Books on hypnosis and reincarnation mentioned in passing by Bernstein are selling briskly. Melvin Powers of California, who describes himself as the country's major distributor of books on hypnosis, found his business multiplied 25 times over. Last month when Doubleday salesmen at a meeting in New York were unable to agree on how big the next printing should be, a break was called while 10 of them went to telephones, called up their biggest

accounts and asked for orders. In 10 minutes the total was 16,900.

Bradey is a publishing phenomenon because, among other things, it is apparently being purchased by thousands who do not normally buy books. They are doing so because they are interested in the possibility not only of a life beyond the grave but of one before the obstetrical ward.

Parlor hypnotic sessions are breaking out like the Ouija board explorations of the spirit world a generation back as people earnestly or

A HYPNOTIZED SECRETARY RETURNS TO INFANCY



REGRESSING IN A TRANCE, Mrs. Lou McCardell, a Dallas secretary, follows suggestions of Hypnotist Lewis Zafran. At left she signs her name as she writes it at her present age, 32, and as she wrote it at 22, 15, 10 and 6. In center, told



she is 6, she pats the hypnotist on the cheek, saying, "I like you" in a childish voice. At right, as a 3-month-old baby, she lies on the floor, cooing and gurgling. Hypnotist Zafran then tried to take her back to a previous incarnation but failed.



BRIDEY MURPHY CONTINUED

jokingly try to find out who they were in previous incarnations. On the West Coast Bridey Murphy costume parties ("Come as you were") are in full swing. A man describing himself as "Mr. Hypnosis of California" ran newspaper advertisements offering to "take you back through time to try and establish a prior existence." His rate is \$25 per existence.

Other Bridey Murphys began popping up around the country like heirs to an unclaimed fortune. In Houston, where a local cocktail lounge features the Reincarnation Cocktail, a lady underwent hypnosis and began talking Dutch, which was the language of her ancestors but which she does not know how to speak. In California, "Mr. Hypnosis" regressed a woman who seems to have been a horse in 1800, and in Shreveport, La. some kind of long-distance record was set when a 17-year-old high school senior hypnotized a young woman and "took her back" a full 10,000 years. The ultimate reaction to Bridey Murphy occurred last month in Shawnee, Okla. when a 19-year-old newsboy named Richard Swink wrote a note. "... I am curious about the Bridey Murphy story so I am going to investigate the theory in person," then shot and killed himself with a rifle.

Psychologists warn that thousands of others may expose themselves to less drastic but nonetheless very serious danger through the amateur-hypnosis craze. Bernstein says in the book that there is no record of hypnotism's ever injuring anyone. This is a serious error. Amateurs have given subjects suggestions and then through inexperience forgotten to remove the suggestion before waking the subject, leading to inexplicably serious physical or mental illness days or weeks later. One day not long ago at Lackland Air Force Base in Texas a young airman collapsed and was unable to stand up again. No organic trouble could be found. Examined by a psychiatrist, he was found to have been hypnotized *two years before* by an amateur who had failed properly to remove a posthypnotic suggestion that he could not move his legs.

The amateur hypnotist may well cause acute anxiety or other disturbances of the psyche through his ignorance or recklessness. He may "cure" a subject of a vexatious habit—overdrinking, smoking and the like—but he removes only the effect of a psychological cause that is far more deeply rooted and which may

then break out in some sort of serious emotional disturbance.

Right now there are plenty of lesser disturbances. TV comics intone, "Bridey Murphy, This Was Your Life," and read commercials, "Friends, try resurrectoplasm, the only product that features the backward look." Joke-smiths ask, "Did you hear about the man who read *Bridey Murphy* and changed his will? He left everything to himself."

Two popular songs have appeared on records, *The Love of Bridey Murphy* and *The Ballad of Bridey Murphy*, while RCA Victor pondered whether it should let its star, Perry Como, record, *Did Anyone Ever Tell You, Mrs. Murphy?*

Most impressive of the *Bridey* records undoubtedly is the nonmusical, 12-inch long-playing one entitled *The Search for Bridey Murphy*. Some 30,000 have been sold at \$5.95. This is a transcription of the tape recording made at the first hypnotic session in Pueblo on Nov. 29, 1952, and in it the purchaser can hear what purports to be the voice of a woman who died 92 years ago speaking through her contemporary reincarnation.

Why it is best seller

WHILE the *Bridey Murphy* craze has taken on the vulgar aspects of other great fads and conversation pieces (Gouéism in the 1920s, technocracy in the 1930s, bop music in the 1940s, and flying saucers in the early 1950s), its basis and most persuasive element is the book itself, amateurishly written by a man who has never written before and who until a few years ago sneered at both hypnosis and reincarnation. The book certainly does not convince everyone who reads it. But there are few who can go through its 256 pages without being shaken or impressed or at least made agitatedly voluble.

And chiefly for two reasons. One is Bernstein's frankly awed what-have-I-wrought style, far more convincing than any professional glibness. The other is the wealth of subtle and plausible Irish detail that *Bridey* strews so generously and casually through her long recitations. Briefly, this is her narrative:

In 1806 she was 8 years old and lived in Cork, the daughter of a *barrister* (the word she used) named Duncan Murphy and his wife Kathleen. She lived in a white wooden house and at 15 studied "... to be a lady ... just house things. ... " Asked to mention

some Irish words, she says *colleen* and *banshee*.

She describes a seashore scene at Antrim where she went on holiday as a child and when asked for the names of Irish rivers says, "There's Lough Carlingford and Lough Foyle ... don't say 'river,' say 'lough.'" She remembers hearing of Cuchulain, the legendary Irish hero who singlehandedly defended his native Ulster against all the rest of Ireland's armies.

When she is 17 she meets Brian MacCarthy, son of John MacCarthy, a Cork barrister, and presently they are married and go to Belfast to live, traveling by livery. In Belfast they live in a little cottage behind a big house on Dooley Road, are often visited by Father John Goran of St. Theresa's church, and she amuses herself by playing *fancy* and the lyre (which she pronounces "leer"), and by dancing jigs—the Morning Jig among others. She buys clothes at Cadenns House in Belfast, patronizes one grocer named Carrigan and another named Farr. Her husband teaches law and writes occasional articles for the *Belfast News-Letter*.

Bridey describes her own death, caused by a fall, and tells of watching her own funeral. She describes her tombstone and tells of a life-after-death in a kind of limbo in which she felt no pain or any great happiness but was aware of what was happening on earth. Somehow, through a process she is hazy about, she was reborn in the U.S. in 1923.

Several events that occurred during the hypnotic sessions, as reported by Bernstein, lend striking credence to the tale. One is that after she mentioned the Morning Jig, Bernstein gave his subject, deep in a trance, a posthypnotic suggestion that she dance the jig for them after he returned her to normal. And, after a little urging from him, which in her waking state she did not understand, she suddenly "became vibrantly alive; her feet were flying in a cute little dance." At the end she put her hand to her mouth, explained, "That's for a yawn" (the dancer would presumably be sleepy in the morning), then suddenly looked dazed and clearly unaware of what she had done. Ruth Simmons is normally a poor dancer.

During the fourth hypnotic session she came suddenly out of a deep trance with an explosive sneeze and asked, "Could I have a *linen*?" which no one understood until it was correctly guessed that she was asking for a handkerchief.

An outburst of another type powerfully impressed witnesses at the first session. *Bridey* casually mentioned that she had died, and

A STUDENT REMEMBERS CIVIL WAR WOUNDS



TELLING OF TORMENT as a soldier in the Union army during the Civil War, a 22-year-old Denver barber college student, who requested that his name not be used, grimaces with pain as he describes a previous incarnation. Pressed for

details by amateur hypnotist George Mason, the subject became terribly agitated, explained that he lost his right arm as a result of a wound in action in Virginia with 5th Ohio Infantry regiment. He said he died in Trenton, Ohio in 1876.

when Bernstein asked, "Can you tell us what happened after you died?" she replied in what sounded exactly like a spontaneous burst of resentment, "I didn't do . . . like Father John said. I didn't go to purgatory!" It was a marvelously convincing reaction of someone recalling an injury.

Who was the woman doing this? Ruth Simmons is a trim, auburn-haired 33-year-old wife of a respectable businessman and mother of three children. Her animated voice holds no hint of a brogue. She was born in the U.S. Midwest in 1923 and has never been to Ireland nor does she recall reading much about it. She studied journalism during her two years of college and read a lot as a youngster, especially detective stories, but has no time for much reading now.

Neither a professional hypnotic subject nor a practical joker, she has recently turned down \$15,000 to appear in a nightclub for one week. She recently talked of what she had heard herself say—via recorded tape—in a hypnotic trance: "To the best of my knowledge, sitting here today, I swear on God and my children, I don't know where it came from. All I know is

that as far as I am concerned the story is completely honest. I never have claimed I was Bridey Murphy. I can't disbelieve what has happened, either. I would like to know the truth." Psychiatrists believe that they could help her find that truth (see p. 33), but she dreads the furor of any further investigations.

Perhaps the greatest testament to Ruth Simmons' sincerity is that virtually all Pueblo (pop. 80,000) knows her real identity and, respecting her preference for anonymity, maintains a stout community wall of silence against outsiders' inquiries about her actual name.

Bernstein himself is no brooding Svengali but a slender, alert, intent man of 36 who looks and acts like a good tennis player. He is a partner in a profitable family firm dealing in heavy construction, mining and farming equipment, which he himself has helped to build to new importance in the West. "I believe in reincarnation," he says matter-of-factly. "I think there are a number of cases recorded by other investigators like Raynor C. Johnson which can be explained in no other way. However, I do not believe that the Bridey Murphy case in itself proves reincarnation. Our case is

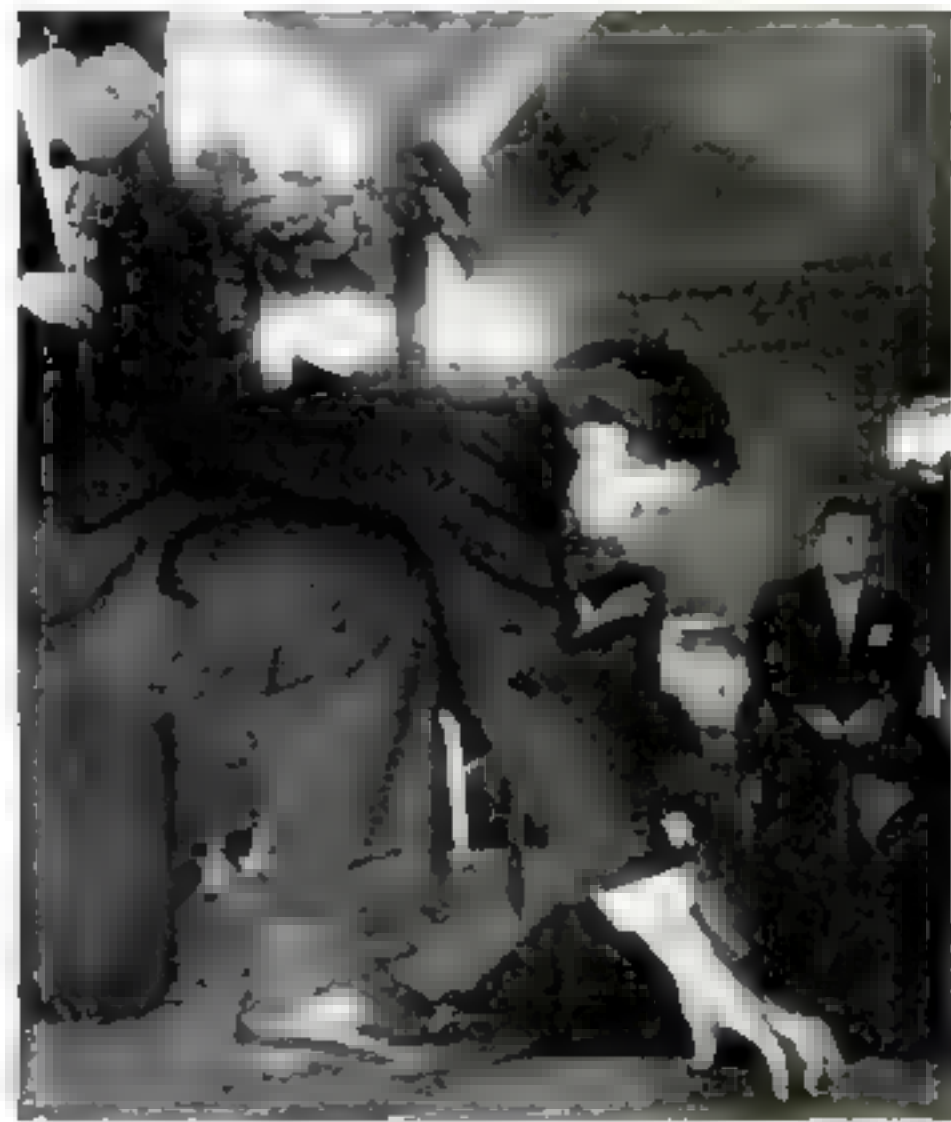
not strong—in fact, it's weak because not enough checks out. Yet I believe that the Bridey Murphy phenomenon can be explained only on the basis of reincarnation.

"For what are the alternate explanations—that it is a hoax? That I know it is not. Extrasensory perception? I can't believe that is possible here. Subconscious memory? That could explain some of it perhaps—but not everything that we have on those six tapes." Although reporters have recently turned up many factual errors in Bridey's story (see p. 32), Bernstein's faith is unshaken.

However, he expresses chagrin at the national furor he has unpremeditatedly created. "I wrote the book as a means of bringing our results to the attention of serious scientists," he said. "Now I've become a nine-day wonder—a demon to half the people and a hero to the other half. I'm really neither. I want to get back to my business and put an end to research for a while. I'm not interested in going further into the Bridey Murphy matter.

"I'm confident that in the next quarter or half century you will hear of new cases that will make Bridey look like small potatoes."

A BUSY HYPNOTIST SENDS A TRIO BACK IN TIME



EXPLORING REINCARNATION, busy Hypnotist Edwin Baron of Chicago gets three subjects to cooperate. At left, at an Army post, Pfc. Don Redicker, as his own grandfather, milks a cow. In center Mrs. Lorraine Miner shows how she

rocked baby in 1823 as Mrs. Shirley Ring of New York. At right Salesman Bill Huff spreads fertilizer as Bavarian gardener in time of Mad King Ludwig. He admitted later he was not really in trance but went along to be accommodating.

HERE ARE FACTS ABOUT BRIDEY THAT REPORTERS FOUND IN IRELAND

ONLY cursory research was done before publication of *The Search for Bridey Murphy* to check the facts in Bridey's account of her existence in early 19th Century Ireland. Since then determined checking has been done in Ireland by Reporters Bill Barker of the *Denver Post*, Ernie Hill of the *Chicago Daily News* and by LIFE Correspondent Ruth Lynam. Here is a compilation of these reporters' more important findings:

BRIDEY: Said she was born on Dec. 20, 1798 in Cork and that she died on a Sunday in 1864 in Belfast.

FACT: Vital statistic records do not go back beyond 1864 in Ireland, although some church records do. None lists Bridey's birth or death. No Cork city directory (they are almost complete from 1820 on) mentions her family. As a lawyer's wife she could be expected to have left a will; none has been found. Belfast newspapers carried no obituary for a Mrs. Bridget MacCarthy any time in 1864.

BRIDEY: She said she lived in "a nice house . . . it's a wood house . . . white . . . has two floors . . ." and was called "The Meadows."

FACT: There are almost no wooden houses in Ireland because timber has always been too scarce. Cork is built almost entirely of stone or brick. Public records fail to disclose any house called "The Meadows."

BRIDEY: Says she went to "Mrs. Strayne's Day School."

FACT: No record found.

BRIDEY: Describes scratching "the paint off all my bed . . . It was a metal bed . . ." at the age of 4 (1802).

FACT: Iron bedsteads were not introduced into Ireland until at least 1850.

BRIDEY: "... Tiny little sacks of rice . . . were sewed . . . around . . . my leg . . . It's a sign of purity."

FACT: Folklore Expert Richard Hayward says, "Nonsense! Rice has never been part of the folk tradition in Ireland. Corn, oats or potatoes, yes, for centuries. But rice, never!"

BRIDEY: Tells of her childhood excursion to Antrim. "There's cliffs there. The water runs, the streams run down real fast and they make . . . little rivulets in the ground to get to the sea . . . the cliffs are real white."

FACT: This description of Antrim is convincingly accurate.

BRIDEY: At 8, she says, her mother read her a book, *The Sorrows of Deirdre* (which she pronounces Dee-ay-druh in her trance) and also



UNLIKELY JOURNEY from Cork to Belfast as Bridey said she went would follow dotted line. But almost all 19th Century coach routes (solid lines) went via Dublin. Branches from Dublin-Belfast road show side trips that would be necessary to reach Cavan and Mourne, which she mentioned visiting.

mentions another 19th Century book, *The Green Bay*.

FACT: According to "The English Catalogue," a complete list of books published between 1800 and the present, the first mention of Deirdre (correctly pronounced Dare-dra) in a title occurs in J. M. Synge's play, *The Sorrows of Deirdre*, first published in 1905. *The Green Bay* does not appear. Closest to it is *The Green Bay Tree* by American Louis Bromfield, published in 1924.

BRIDEY: She married Sean Brian MacCarthy. Sean she pronounces as See-an, explaining it can be pronounced both that way and Shawn. **FACT:** Brian, which is what she usually calls him, is the middle name of Ruth Simmons' real-life husband. Sean is always pronounced Shawn in Ireland.

BRIDEY: After her marriage she went to Belfast from Cork, passing through Bayling's Crossing and stopping at Doby for potato cakes.

FACT: Reporter Barker found evidence of a Doby and of a Baillies Castle or Bailles Cross in county Cavan. And potato cakes could be right. But to travel from Cork to Belfast by county Cavan would be an odd route indeed (see map).

BRIDEY: In Belfast, her husband taught law at Queen's University and wrote a few articles for the *Belfast News-Letter*.

FACT: There was no law school at that time. And there was no Queen's College until 1849. Queen's University did not come into existence until 1908. But there was a *Belfast News-Letter*, though its back issues disclose no contributions by Brian.

BRIDEY: She often cooked Brian "a good Irish dish"—boiled beef and onions.

FACT: Boiled beef and onions has been a good Irish dish for the past half century. More typical in Bridey's time, though, was boiled bacon and cabbage.

BRIDEY: Says her house was near Dooley Road. "I go to St. Theresa's church . . . It was on the main way . . . off Dooley Road."

FACT: There is no Dooley Road in Belfast and never has been according to John Bebbington, Belfast city librarian. There is a St. Theresa's

church. It was not founded until 1911. There was none before then.

BRIDEY: Asked for Irish words, mentions *ban-shee* and *colleen*, hardly unknown even to 20th Century non-Gaels. She also says after people die their bodies are *ditched* (buried). Poet John Keats she calls a *Britisher*. A relative married an *Orange* (North of Ireland Protestant). Asked for Irish rivers she mentions *Lough Carlingford* and *Lough Foyle*. Straining her memory for a word, she exclaims "mother socks." She talks of a cup called a *brute*, demands a *linen* after sneezing and refers to a *tup*—"a sort of rounder . . . it's mostly not very good grammar."

FACT: Scholar Hayward, among others, laughed at *tup*, *linen* and *brute* (presumably a kind of wishing cup) as being any sort of Gaelic. No Irishman would refer to another as an *Orange* but always as Orangeman or Orangewoman, he said, and *mother socks* is "most un-Irish-sounding." *Lough* simply does not mean "river," but "lake." Every Irish authority consulted by LIFE agreed *Britisher* is an Americanism. *Ditch* does not mean bury; the only Irish bodies ever ditched in recent history were the thousands who died in the potato famine of 1845-47 when mass burials were necessary.

BRIDEY: She bought clothes at Cadenns House, recalled once paying about one pound sixpence for a camisole.

FACT: No record of any shop called Cadenns House. One pound for a camisole was an impossibly high price for that era.

BRIDEY: Asked about her musical accomplishments, said she "played the lyre" (pronouncing it *leer*).

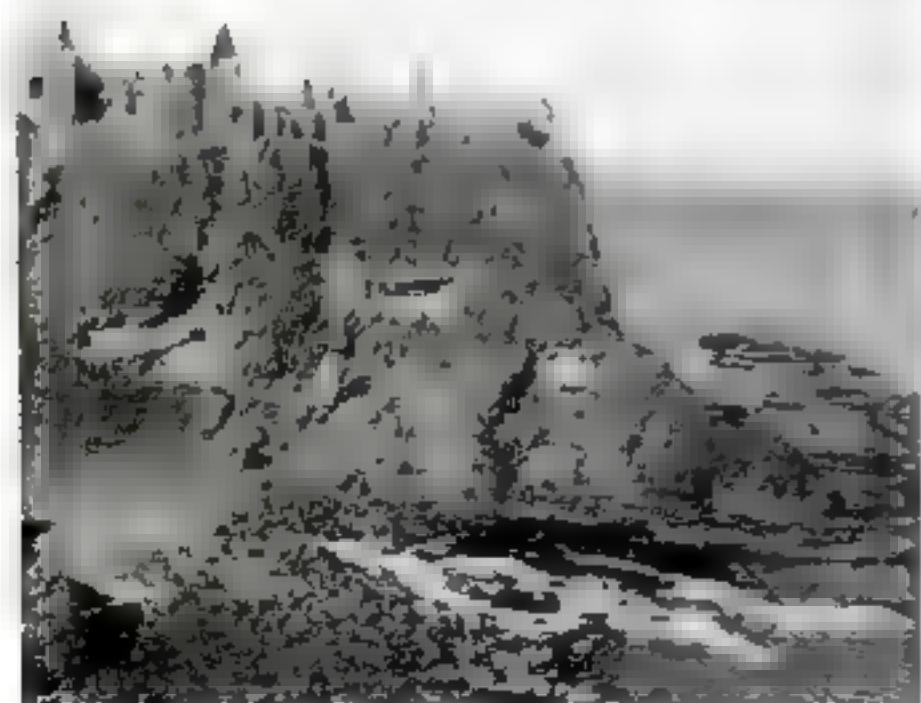
FACT: Hayward, an accomplished Irish harpist and musician, says the lyre has never been known in Ireland and is never called a *leer* there in any case.

BRIDEY: Asked to mention other teachers at Queen's University, names William McGlone, "a Fitzhugh and a Fitzmaurice."

FACT: None of these appears in faculty records of the time.

BRIDEY: Asked to mention companies in Belfast, says, "There was a big rope company. . . . Yes, and there was a tobacco house. . . ."

FACT: Just about on the nose. Murray Sons and Company's tobacco factory at Belfast was established in 1805, and while the famous Belfast Ropework Company was not registered until 1876, it was put together from various smaller companies in existence for many years.



CORRECTLY DESCRIBED by Bridey were cliffs, shoreline and the watercourses of county Antrim.



STONE HOUSES, like these in Belfast, were rule in Ireland, not wooden houses Bridey describes.

HERE ARE OPINIONS OF SCIENTISTS ABOUT BRIDEY'S 'REINCARNATION'

GRANTED that most of the facts in Bridey Murphy's recollections do not check (*opposite page*), what can be made of those that do? What rational explanation can be found for the fact that a contemporary American girl knows, even if only in a hypnotic trance, details of life in another country in another century? Several explanations have been offered:

Its source is a forgotten novel. A book can certainly be subconsciously remembered and might be the source of some of the material, but not of all by any means. Bridey's details are too diverse.

It is the result of schizophrenia. If Ruth Simmons is a split personality this has never revealed itself in any way and psychiatrists have found no suggestion of schizophrenia in the book.

It is a carefully contrived fake. Recent U.S. cultural history is studded with gaudy fakes, some of whose perpetrators profited mightily (the Cardiff Giant) and some briefly and modestly. (Joan Lowell was the latter type. In 1929 she wrote the best-selling *The Cradle of the Deep*, an account of her childhood spent boating around the Pacific, and collected about \$50,000 in royalties before being revealed as a charming liar.)

But substantial Morey Bernstein stands to lose far more in business prestige and community standing than he can ever gain from his royalties. And Mrs. Simmons, already a target for stares and gossip, has become a temporary recluse, anxious for anonymity.

A scientific explanation of *Bridey* is supplied by psychiatrists and psychologists, who, unlike Bernstein, have used hypnosis as a medical and experimental technique for years. To put it bluntly, modern psychology throws the overalls in Bridey Murphy's chowder.

LIFE has asked a number of these men for opinions on Bridey Murphy. Among them were Professor Jerome M. Schneck, past president of the Society for Clinical and Experimental Hypnosis, and Professor Lewis R. Wolberg, medical director of New York's Postgraduate Center for Psychotherapy. The authorities generally agree that:

1) Morey Bernstein, while completely sincere, is lacking in the scientific background which would have enabled him to evaluate his own results.

2) Even ordinary people in deep hypnosis are abnormally suggestible, often accepting the slightest hint as an order. Told he is a poet, a subject may start rhyming in a way he could never duplicate while awake. And subjects are often eager to give the hypnotist what they think he wants. This was pointedly illustrated in Shreveport where a Bridey-conscious amateur hypnotist regressed several persons to previous lives, all colorful. When the hypnotist came to the fourth subject he absent-mindedly made a slight error in the directions he was giving. Instead of the usual "I want you to go back . . . back . . . back into time . . . to another place. . . ." he said "back . . . back to another world." The subject promptly



SCIENTIFIC EXPERTS who use hypnosis in medicine to aid treatment and in dentistry as pain killer agreed at recent forum that Bridey sprang

from Ruth Simmons' subconscious memories. They are (from left) Dr. L. M. LeCron, Irving Selter, W. S. Kroger, Seymour Herselman, Edward Aston.

announced he was a strange being who lived on the moon, was named "C" and occasionally cruised interstellar space in a flying saucer.

3) A hypnotized subject can display uncanny inventiveness in supplying whatever is asked of him because he draws on all the resources of his subconscious memory. A hypnotized adult may talk in a foreign language he has not heard since childhood and never really understood. He may recite verbatim from a book he heard read at the age of 3 and has not seen since. As Dr. Lewis R. Wolberg remarked, "Between the childish years of 2 and 3 a human being learns a whole language structure. It is not surprising that he can therefore learn a lot of other things at the same time."

But it should not be assumed that just because he is in hypnosis, a subject must always tell the truth. He will often fabricate.

4) The foregoing applies very especially to the somnambules, the approximately one out of four humans who are especially susceptible to deep hypnosis. But this one fourth also has its elite, consisting of perhaps a tenth of itself, who respond so eagerly to whatever they think is expected of them that the most experienced and scientific hypnotist cannot tell immediately whether the result he is getting from his subject is feigned or real. Only repeated, objectively handled hypnotic sessions can do that. In Bridey Murphy's case, her reactions were described to her after the early sessions and she was permitted to hear the earlier tapes. If anything was needed to confirm her in her original story, which was subsequently embroidered and enlarged on, that would do it.

Bernstein, far from preserving a scientific reserve, often and pointedly suggested to Ruth Simmons what he wanted from her. At the outset, after regressing her to her own early childhood, he said in part, "I want you to keep on going back and back and back in your mind. . . . There are other scenes from faraway lands and distant places in your memory. . . . You will be able to talk to me about it and answer my questions."

It was immediately after this that Mrs. Simmons became Bridey Murphy of Cork.

Granting all these proved generalities, what of Bridey's details of Irish lore and geography? Said Drs. Schneck and Wolberg, "The attempt to check the story's truth in Ireland was roundabout. There was a more direct way. That was simply going into this woman's childhood and

development, her parents and relationship with them. What was told her as a child of her heritage? Who were her childhood friends, and what of her early experience? That would tell us more than trying to check old newspapers in Ireland."

Unfortunately this is an area that is not open to inspection. The book tells little of Ruth Simmons' early life, aside from reporting that she "had been raised . . . by a Norwegian uncle and a German-Scotch-Irish aunt." That is true but misleading. Actually, Ruth Simmons has admitted that her real parents were both part Irish at least. They neglected her, and she was taken as a sleepy tot to evening dances and permitted to wander into neighborhood vaudeville theaters. When she was 3½ she was taken from her parents and placed with her aunt and uncle, who gave her a more fortunate upbringing.

There is nothing in Bridey Murphy's story that cannot be explained either on the basis of occasional coincidence or on one subconscious memory of overheard conversation from someone well familiar with Ireland circa 1910. The source could be her parents or a grandparent with the Irish gift of vivid garrulity or a neighbor in Bridey's early life. The Morning Jig that Ruth Simmons apparently unconsciously performed after coming out of a trance? Said Dr. Wolberg dryly, "I once had a patient who under hypnosis could display three other personalities besides his own waking one: he was an Englishman, a Negro and an army colonel by turns, complete with the appropriate accents, mannerisms and voice reproductions. Sometimes the three even got into arguments with each other. So a mere Irish jig would not be hard to reproduce for someone who saw one in a theater or movie."

The psychiatrists who have considered the case have no doubt that if Ruth Simmons could completely reveal her early life to them, preferably under hypnosis, they could end the search for Bridey Murphy abruptly and, from the standpoint of scientific accuracy, satisfactorily.



DR. JEROME SCHNECK



DR. LEWIS WOLBERG

CRAZE GOES ON WITH BRIDEY'S FANS CALLING UP SPOOKS, SPOOFS



IN A BOARDINGHOUSE, the Castle Leigh in Denver, Fashion Artist Dorothy Scott fixes her gaze on crystal ball as W. C. Willing tries to put her into hypnotic trance. Willing is one of three amateur hypnotists who live in the boardinghouse.



REINCARNATION COCKTAIL is concocted by Walt McCrystal in Houston's Doctors' Club. It consists of a jigger of vodka and a 1/2 jigger of maraschino liqueur shaken with lemon juice and crushed ice and topped with cupful of flaming rum.



IN FLOOR SHOW, at the Piano Lounge in Denver, Monica Barteau, lying on piano, sings *The Search for Bridey Murphy*, a ballad composed by Lounge

Owner Morey Bernstein who is no kin to Author Morey Bernstein. Standing behind a lighted candle, Composer Bernstein portrays Hypnotist Bernstein.



COME-AS-YOU-WERE PARTY in Denver (also on opposite page) is attended by Dorothy Howe as costumed Bridey. Guests drank an "ectoplasm punch."





NEW KNIGHT, General Sir John Bagot Glubb, who was dismissed as commander of Arab Legion, leaves London House on way to be honored by the queen.



ACCLAIMED BY THE ARAB LEGION, JORDAN'S KING HUSSEIN TELLS SOLDIERS NEAR THE ISRAEL BORDER,

ARABS CRY UP A WAR SCARE

The Arabs last week whipped themselves up to the verge of war against Israel. In Jordan, wild crowds hailed their young King Hussein with the cry: "Long live the man who will lead us against Palestine."

Only a week earlier Hussein had fired Britain's Lieut. General John Bagot Glubb, long-time commander of Jordan's British-subsidized

WILDLY WAVING THEIR HEADDRESSSES, HYSTERICAL ARAB LEGIONNAIRES PROCLAIM THEIR LOYALTY TO



BEHIND FORTIFICATIONS on the Egyptian border, the Israeli Prime Minister David Ben-Gurion pitches in with his people to help string barbed wire.





"WE CAN WIN WHATEVER WE WANT." A GROUP OF LEGIONNAIRES YELLED AT HIM, "BACK TO PALESTINE"

Arab Legion. This unexpected and sensational development removed one of the restraining influences on the use of the Legion against Israel. And it made previously obscure Hussein an Arab hero overnight.

Though Hussein told a *LIFE* correspondent, "There has been no increase at all in the possibility of war as far as we are concerned," few

shared the king's view (see *Editorial*, p. 12). In Cairo, Arab leaders met to coordinate military strategy against Israel—a parley Hussein declined to attend. As the Middle Eastern situation steadily went from bad to worse, the U.S. prepared to send 1,800 Marines to the area. And the Israelis, from Prime Minister David Ben-Gurion on down, built their fortifications.

KING HUSSEIN. OFFICERS HAD TO PRY A SWARM OF SOLDIERS FROM KING'S CAR BEFORE IT COULD PASS



NOISY SALUTE welcoming the king is fired by a trigger-happy Arab with British Sten gun as King Hussein makes a visit to the border city of Nablus.



AT ARAB "SUMMIT" (from left to right) Syria's president Shukri el-Kuwatli, Saudi Arabia's King Saud and Egypt's Premier Nasser confer in Cairo.

A LOOK AT THE WORLD'S WEEK



← HAPPINESS IN FASHION

A French West African ballet troupe, while appearing in Paris, was brought into Jacques Fath's fashion house and provided a striking contrast to Model Patricia. The Africans decorated her with a "gri-gri," or happiness belt.



FRY BREAD FOR A SENATE CANDIDATE

In Washington, Interior Secretary Douglas McKay bit into a piece of Indian fry bread baked by Wanonia Schmidt, an Oklahoma Indian girl. Later he flew to Oregon where, with President Eisenhower's blessing, he took a big political bite by announcing he would resign his Cabinet post to run for the Senate seat held by Wayne Morse, who is now a Democrat.



UNCIVIL OUTBURST ON A CIVIC ISSUE

At a city council meeting in Knoxville, Tenn., Councilmen Cas Walker (left) and J. S. Cooper came to blows following an argument over tax rates and property assessments. Amused City Welfare Director James Walls ducked as Cooper missed with a left. Walker took a haymaking right but spectators intervened before either man could land a solid blow.



MOTORIST TRAPPED IN WANING WINTER'S FLURRY OF FLOODS

Swollen by late winter rains and snows, the usually placid Cattaraugus Creek burst its banks near Buffalo, N.Y., trapping Charles Kraengel as he was driving along a little-used country road. Clutching his 4-month-old puppy under his arm, Kraengel watched the angry creek swirl about him for 7½ hours before rescuers were able to reach the marooned car by

boat and take him and his dog to safety. The Cattaraugus flood was part of a waning winter's blast at northeastern U.S. and Canada. Warren, Pa. had its worst flood since 1865 and thousands were homeless in western Pennsylvania and New York. New England was lashed by snow storms and freezing rains and Canada had its worst blizzard of the year.



BUTCHER BOY CANDIDATE→

In Hollywood a campaign is on to win Oscar votes for the film *Marty*. Last week to further it *Marty's* star, Ernest Borgnine, re-enacted his butcher's role at the opening of Santa Monica's new million-dollar Shoppers Market.





FOUNDING FARMERS gather in basement of Okey Vernon National Bank in Corning, Iowa, where last fall they had formed the National Farm Organization.

Around table are the group's first officers. The idea came from Feed Salesman J. V. Loghry (center of room, hands in lap) and Farmer Wayne D. Jackson (far left).

A NEW VOICE FOR FARMERS

The fast-growing N.F.O., trounced on supports, aims to fight back

In the basement of a small Iowa bank one night last September a handful of farmers met to form an organization which would, they hoped, produce stronger medicine for the worsening ills of U.S. agricultural prices. Last week in meeting halls from Indiana to Colorado and Montana to Kansas more farmers were hearing about and joining the National Farmers Organization. In its first half year, the N.F.O. had become a major farm-belt political phenomenon with a membership of close to 135,000.

At the head of the N.F.O. is a husky 32-year-old Whitesville, Mo., farmer named Oren Lee Staley. Elected president in December, Staley set out on a taxing 80-hour-a-week campaign to spread the N.F.O. and its objectives.

These include farm prices at 100% of parity, emergency supports of \$20 per hundred-weight on butcher hogs and \$30 on good-to-choice cattle and wheat allotments on a bushel basis. The N.F.O. is nonpartisan but strongly opposed to Agriculture Secretary Benson.

Last week the N.F.O. met and lost its first big legislative test. Staley and his aides had come to Washington to pressure farm-belt senators into working for high, rigid price supports. But the Senate, debating a new farm bill, decisively defeated a high support amendment, 51-41, and approved the Administration's soil bank plan (LIFE, Jan. 23) for easing the farm crisis. It was a significant victory for the Administration, which believes that high supports only increase farm surpluses and problems.

With hogs at a 14-year low, however, and farm income still falling after a whopping billion-dollar drop in 1955, Washington and the nation would continue to hear from the N.F.O.

GETTING THE WORD, farmers at first meeting in Springfield, Mo., hear Staley describe the N.F.O. →

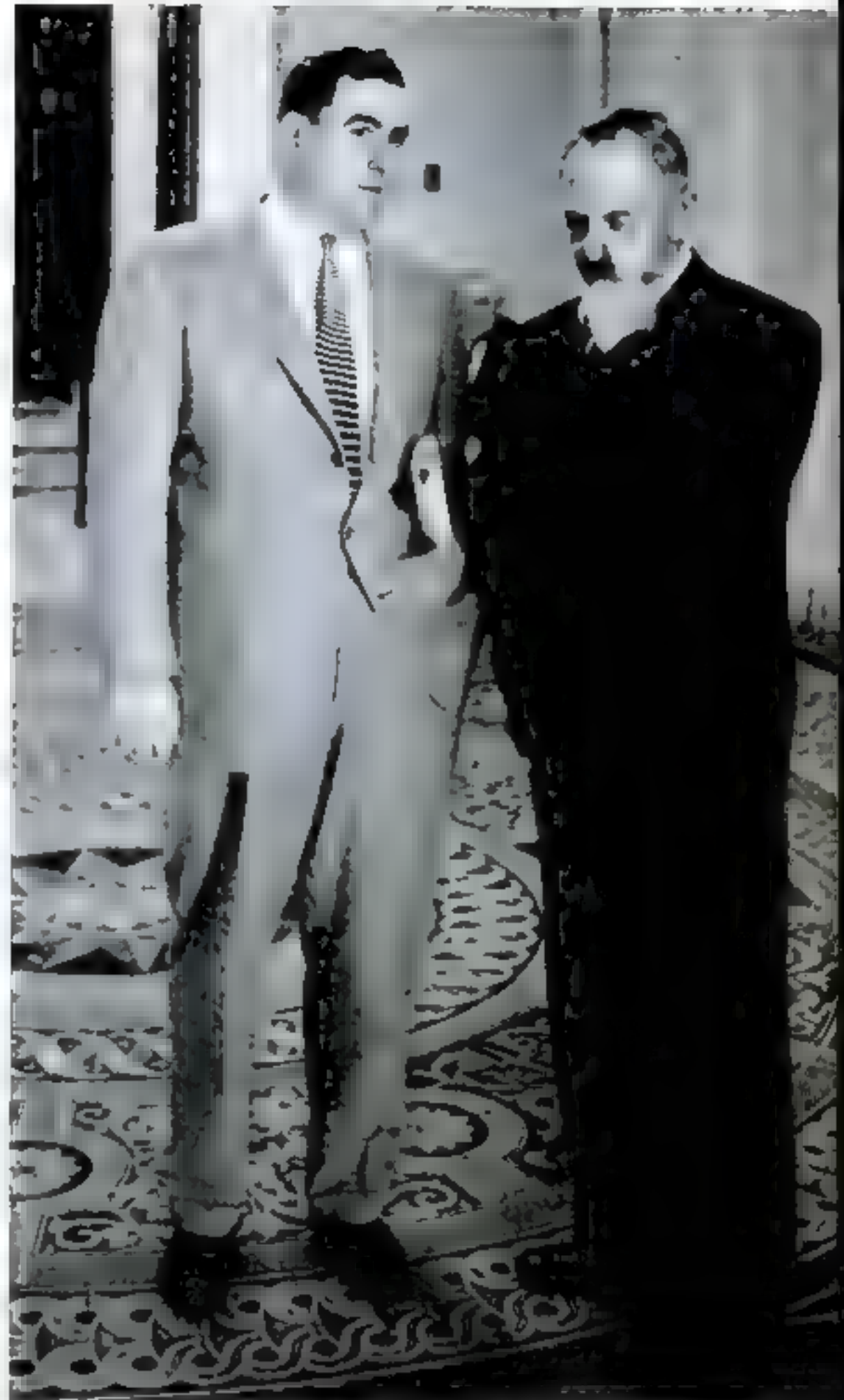




ALWAYS ON THE GO. Staley talks with N.F.O. associate Ed Cardwell about organizing Mississippi.



ON VISIT HOME, in respite from travel, Staley greets wife and children—Gregg, 4, and Janice Lee, 7.



LUCKLESS LOBBYING had Staley asking Senator Frank Carlson to back high supporters. He did not.



NEWEST STALEY, Cathy Lynn was four days old before Oren Lee lobbying in Washington saw her.

ISRAEL IS HERE TO STAY

UNLESS THE ARABS ACCEPT THIS, THERE CAN BE NO PEACE

A SALUTE TO DICK NIXON

President Eisenhower has given Richard Nixon the highest and unstinted praise: "Never has there been a Vice President so well versed in the activities of Government." But in last week's press conference the President avoided saying whether he wished to have Nixon as his running mate again; he did say only that he had asked Nixon to "chart out his own course and tell me what he would like to do." The ordeal of decision, which was so long the President's, is now Nixon's, which must be decided on the same terms—what is best for his country and for his party.

Nixon, a political realist, can understand that the President—however much he likes and admires Nixon—has to leave the No. 2 question open so as to determine as fully as possible the public sentiment and the public good. The inevitable uncertainty which has arisen, as to whether the President really wants him, is bound to make Nixon's own ordeal an especially painful one, like the common nightmare of being attacked without being able to fight back. Nixon knows that it is precisely because he has fought so vigorously in Republican campaigns that the Democrats have made him their favorite target of opportunity—to the extent that they have scared some Republicans into regarding him as a "liability."

In the months to come the American people, and especially the Republicans and independents, will have every opportunity to consider whether they want Nixon or somebody else on the ticket. Certainly all other alternatives ought to be carefully explored and weighed—and balanced against the known factors of the Nixon performance. If any alternative is chosen, it must be an exceptionally good one because Dick Nixon is an exceptionally good man. Nixon has been an outstanding Vice President. Especially, from the very moment of the emergency that arose from the President's illness, he has conducted himself with impeccable propriety, circumspection, dignity and good judgment. He continues to do so now that he is on an even tougher spot. We wish him luck. Whatever the decision, and however long his ordeal lasts, he deserves well by the nation because he has served it well.

The time has come for friends of the Arabs to tell them, with the bluntness of genuine friendship, something they seem unable to understand. That something is this: "Israel is here to stay. It is going to stay. The American people, who helped create Israel, who were the first to recognize her, and who hold warm feelings of friendship for her, are going to see to it that she stays. Until you, the Arabs, accept, deep in your hearts, the fact that Israel is here to stay, there can be no real peace in the lands of either."

Something else also needs to be said: "It is you, the Arabs, who insist there is no peace. Israel does not say she intends to destroy the Arab world, but it is you who proclaim your intention to destroy Israel. It is your holy men who cry out for holy wars against her. It is your spokesmen who talk of driving the last Israeli into the sea. It is you who refuse to accept Israel's right to existence. Until you do accept it, you will have no moral case before the world."

A sad and dangerous thing is happening to the Arab nations. They have let their fanatical hatred of the Israelis cause them to open their gates to a piecemeal invasion by the Communists, the new colonial imperialists. Half-priced Communist arms are pouring into Egypt, and Soviet technicians with them. Syria, already deeply penetrated by Communist agents, is in the process of eagerly rising to the same bait to get a "bargain" whose real price is the eventual destruction of Syria as a sovereign nation.

When the "northern tier" of nations—Turkey, Iraq, Iran and Pakistan—soberly align themselves to resist Soviet expansion, it is the oil-rich Saudi Arabians who pass out the bribes to set Jordanians rioting in the streets against the Baghdad Pact. It is the same gold, accompanied by proddings from agents of Egypt's Premier Nasser, which has led Jordan to dismiss the British professional soldier who made and kept the Arab Legion the most efficient military unit in the Arab world.

What is even sadder is that the man most responsible for this chaos in the Middle East, Premier Nasser, is a man who knows better, who had every capacity to become (and showed every indication of becoming) a statesman. He desired to raise his countrymen out of the mire of poverty, but instead he has allowed the anti-Israel clamor to divert him into the course so many other leaders have followed, of subordinating internal problems to external adventuring.

Nasser, the moderate who suppressed the fanatic Moslem Brotherhood, now sacrifices Egypt's welfare to Pan-Arabic political expediency and the avowed nation-builder has become a saber rattler. He permits the Cairo

radio to shrill incendiary falsehoods throughout the Middle East. This man who now caters to the wave of racial hatred is the same man, who, after being wounded in the disastrous 1948 war against Israel, repeated to his soldiers, "Comrades, our holy war is not here, but at home." Nasser knows, as he once eloquently said, that his true war should be against the ignorance and wretchedness of his people. While he stands mute before the insane cries for *jihad*, the children of his land go on wasting, as they have done since the days of Joseph, from rickets and trachoma, *bilharziasis* and starvation. By his rash or cynical expediency he now endangers the very measures—such as American aid—which would do most to help them.

Certainly it is an immensely difficult task for any Arab leader—even if, like Nasser, he is not a fanatical Israeli-hater—to stand against this murderous wave and still retain power. Yet this very difficulty should present a challenge for the Arabs to produce the kind of leadership the world would welcome. We say to Gamal Nasser, "Lead your people up, into the light. Do not let the fanatics lead you into the abyss. You have never been known to lose your temper. Do not, then, let your people lose their reason. Instead of following the exploiters of hatred, teach your own patience to your people. Destiny has given you a chance for greatness; do not meanly forfeit or betray it."

We of LIFE have not hesitated to criticize the Israelis when we thought they were wrong—as they frequently are. We have espoused the Arab cause when we thought it right. We have condemned, repeatedly, Israel's failure to repatriate or compensate the one million Arab refugees driven from their homes. We have disapproved the tendency of Harry Truman to let domestic political considerations make him a rubber stamp for Israel, right or wrong. We have welcomed the wisdom of President Eisenhower in redressing the balance by his policy of strict impartiality between Israeli and Arab.

But when Americans recognized Israel it was not merely because, *de facto*, it had made itself a state. It was because of our debt to their religious traditions, as well as a moral sentiment of their right to a homeland as compensation, if any there could be, for the unspeakable horrors inflicted upon them in other lands. Americans will support their right to live in peace in this homeland. Until the Arabs do the same, giving up their unjust desire to obliterate the Israelis as a state and as a people, there can be no genuine settlement of the just claims the Arabs do possess. They are playing dice with the peace of the whole world by refusing to accept the fact of Israel in their hearts.

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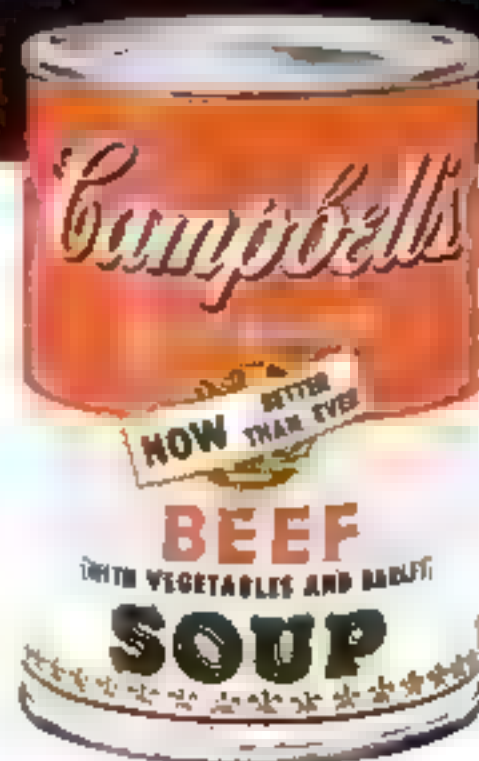
The broth is richer. The beef — and there's a lot of it — is fine and lean. Barley adds nourishment — and so do carrots, potatoes, celery, onions and the Campbell Tomato.

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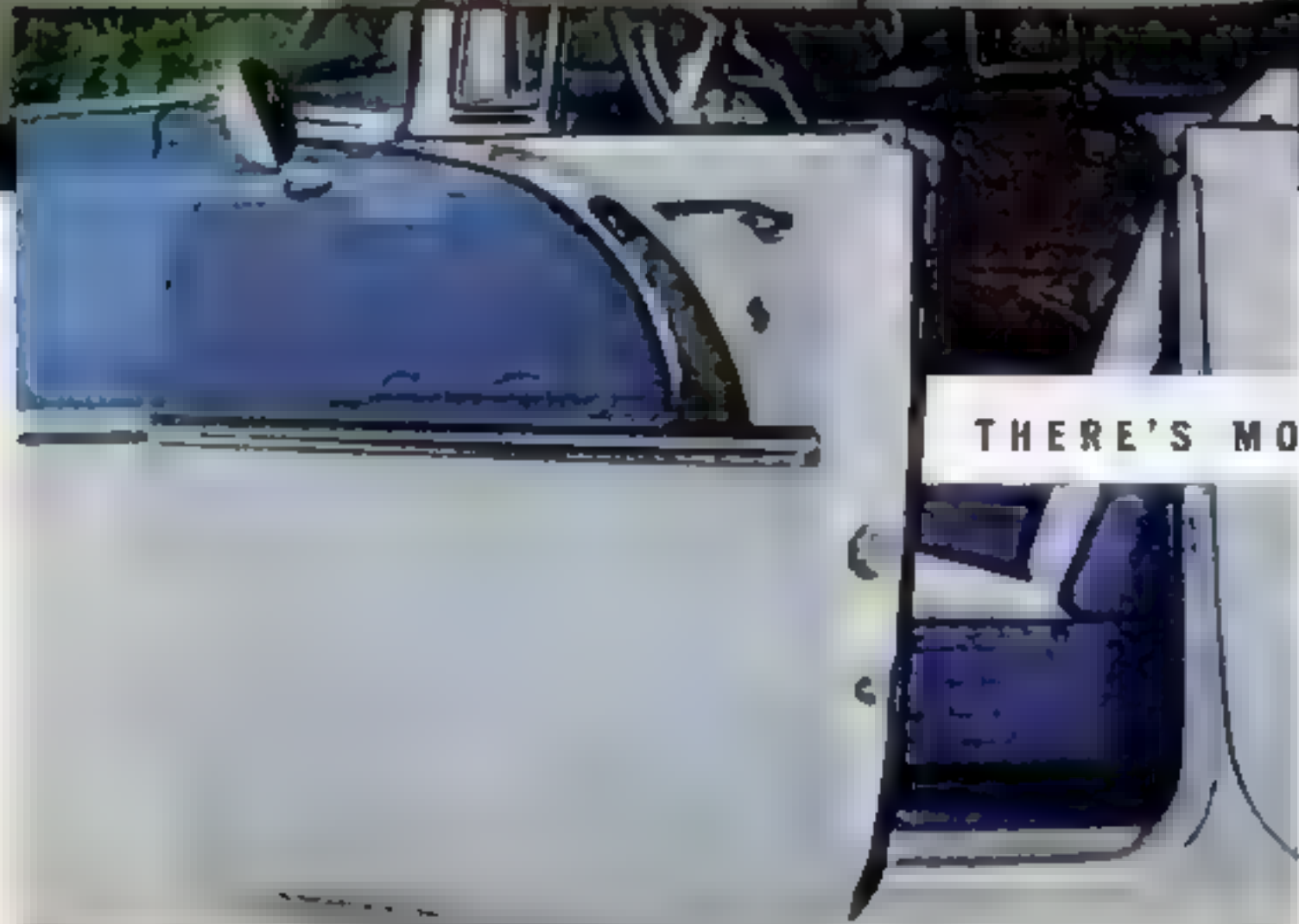
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OF A PONTIAC

And a very important "more" it is—this famous Fisher Body coach emblem. For—like such dramatic style advances as the four-door hardtop and the panoramic windshield—it represents those added values of exterior line and color—of interior luxury—of sturdier, safer construction which only generations of experience and the latest tools and techniques can build into a car body.



Hollywood Set by Chasen's

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...and still champion!

Excels in every round. Wins in every flavor competition. That's the FOUR ROSES record, and here's why it will taste better to you, too:

FOUR ROSES is carefully tailored to the most discriminating taste—with a *brightness* of flavor no other whiskey can match.

This *brightness*...this soft, glowing richness...never varies in FOUR ROSES. Every drop, every bottle has the same unrivaled goodness.

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to enjoy the finest...it's
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FOUR ROSES DISTILLERS COMPANY, N.Y. BLENDING WHISKEY, 85% PROOF 80% GRAIN NEUTRAL SPIRITS.



"MY DAY" CAKE is admired by Mrs. Roosevelt and Mrs. Eugenie Anderson, ex-ambassador to Denmark and a Stevenson backer, at reception in Chisholm.

ALL-STAR CAST IN MINNESOTA

In Minnesota the presidential aspirations of Adlai Stevenson and Senator Estes Kefauver last week were being put to the first test of campaigning in the state primary March 20. It seemed to be an uneven match. Stevenson had the full support of Senator Hubert Humphrey's hard-working machine. Mrs. Eleanor Roosevelt flew in to help.

Kefauver was largely going it alone. His tour was ill-planned, he got lost on icy roads, his crowds were disappointing. He found it hard even to shake hands for he had bruises from too much handshaking in New Hampshire. Because of the organized support, Stevenson must win by a country mile to consider his campaign a success. And no one can say the Keef is dead if he makes any kind of a showing.

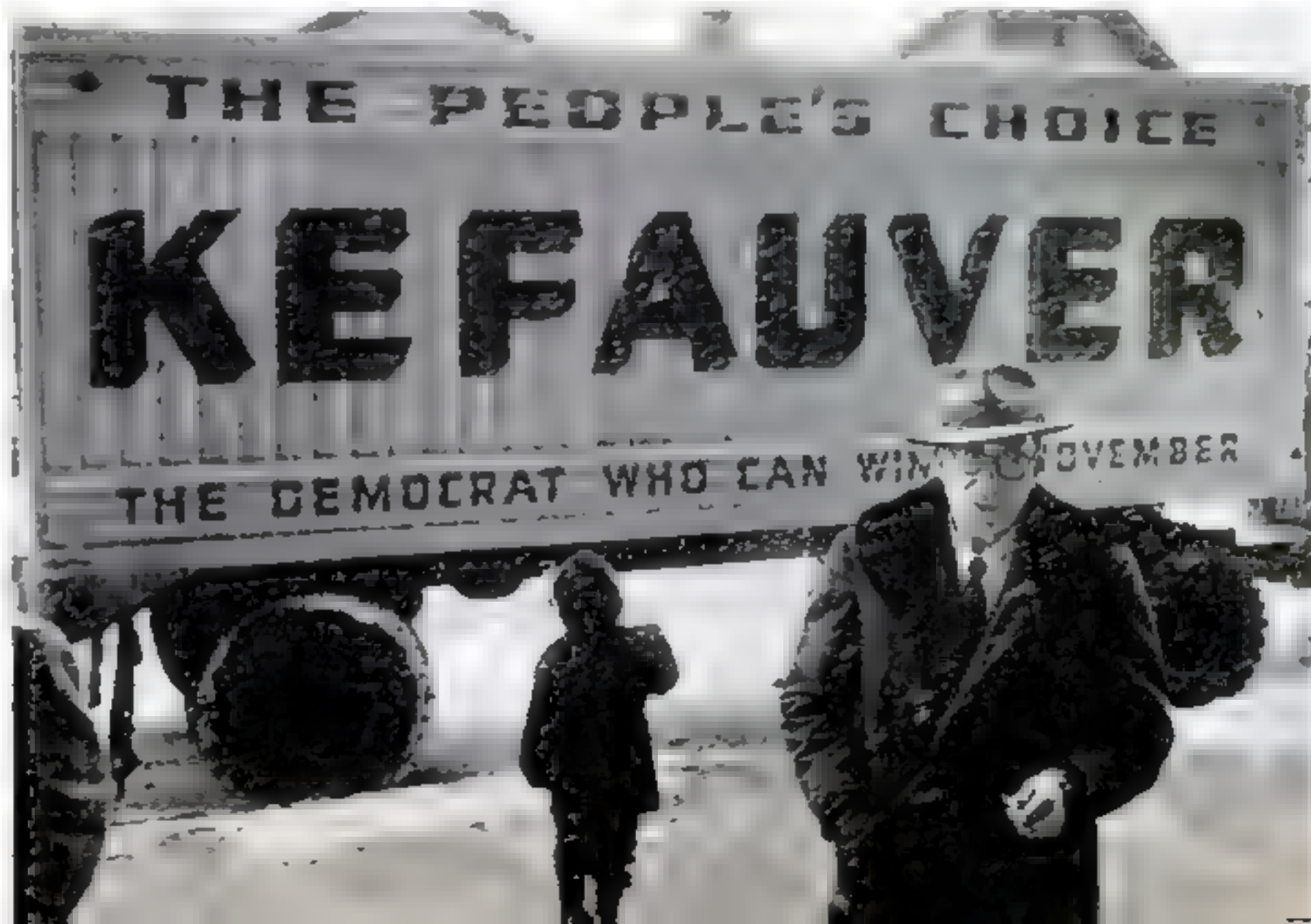


GREETING ADVERSARY in Senate, where they went for farm bill vote, Kefauver jokingly says Humphrey iced state's roads. At center is Sparkman.



FLANKED BY DOUGHNUTS. Adlai addresses an early morning rally at Big Lake. Seated in front is principal Minnesota sponsor, Senator Humphrey.

WAITING IN SNOW. Estes gets ready to greet workers leaving a Minneapolis factory. He entered plant but came out because of no-politick rule.





BESIDE FLOWER-BORDERED POOL DULLES DINES WITH OTHER DELEGATES AND WIVES UNDER UMBRELLA

SEATO GLITTERS BUT WORRIES

Everybody has problems at Karachi, but host Pakistan is reassured

Amid glittering social gatherings, solemn ceremonies and complex conferences, members of the Southeast Asia Treaty Organization held their second meeting in Karachi. Everybody seemed to have problems. Thais and Filipinos wanted more arms. The French, reflecting a growing tendency among their leaders to seek nonmilitary answers, called SEATO armament efforts *un faux semblant* (a false pretense) and asked for more economic aid to Asia. The British were reluctant to take action that might offend India's Nehru. Australians and New Zealanders suggested a "twilight plan" rearmament in which such defense installations as the telephone system would be improved.

The conference hosts, the Pakistanis, were most worried of all. Their neighbors, India and Afghanistan, had received important-sounding support from Russia in recent months. The Soviet Union's barnstorming salesmen, Bulganin and Khrushchev, had endorsed India's claim to Kashmir and supported Afghanistan in its border feud with Pakistan. Pakistan now looked to SEATO for support.

It came in the communiqué, which supported a Kashmir settlement by U.N. action or direct negotiation and backed Pakistan in the Afghan border dispute. It agreed with Secretary Dulles that the Red aim—world domination—was unchanged. Then Dulles, who was on an 18-day round-the-world visit to 10 troubled countries, flew to Delhi to see one of SEATO's bitterest critics, Jawaharlal Nehru of India.



← ELOQUENT CHAIRMAN, Pakistan's Foreign Minister Hamdul Huq Chowdhury, opens meeting. Portrait is of Pakistan founder Mohammed Ali Jinnah.



SPEAR-BEARING GUARDSMEN line the garden path at a party given SEATO's foreign ministers by Governor General Iskander Mirza, Pakistan's political strong man who will become his country's first president.

CONTINUED

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The shirt with the famous
non-wrinkle collar...ARROW DART!

America's most popular shirt is now better than ever! The new Arrow Dart has smart, cord-edge collar stitching and the fashionable French front. And, as always, Dart features Mitoga® tailoring, anchor-stitched buttons, and a fine "Sanforized" fabric. See the new Dart today. \$3.95. Arrow Rayon Tie, \$1.50. Cluett, Peabody & Co., Inc.

P.S. Arrow Dart also in boys' sizes.

ARROW — first in fashion

UNIVERSAL

For Those Who Can
Afford The Finest...



New *turbo Jet 99* Cleaning Twins For '56

Streamlined and sleek in a sparkling color combination of coral and grey are these new Universal beauties, the new *Turbo Jet 99* cleaner and its glamorous twin, the new Universal Twin Brush Floor Polisher.

The new *Turbo Jet 99* with 8 attachments for complete home cleaning, boasts a completely new suction system with a new super-powered motor. It further features a 5-way-better thread picking nozzle, two-second emptying, snap-lock wands that won't come apart, all-metal floor brush and four swivel wheels for all-over clean-

ing action. Comes complete with five regular attachments plus special sprayer, demother with Expello crystals and buffing pad—three extra attachments not regularly furnished with cleaners.

And with Universal's fabulous Twin Brush Floor Polisher on the job, spotless and sparkling floors can be yours in no time!

See them at your dealer's today or write us and discover how you can get both for the price of one. Vacuum Cleaner Div., Landers, Frary & Clark, New Britain, Conn.

Complete with 8 attachments for Over-All Home Cleaning



Seato CONTINUED



SLIPPERS OF RESPECT are fitted to Dulles' shoes by an attendant as he prepares to walk on sacred ground to lay a wreath at the tomb of Jinnah.



SEATO COUNCIL in session included 85 delegates and 156 advisers and staff. Dulles and his aide Douglas MacArthur II (left) sit awaiting the opening gavel.



PAKISTANI PROPAGANDA plastered car windows. A nationalist group member affixed sticker to car as its barefoot chauffeur snoozed peacefully away.



Wenger Wexon Cooling Dish Set, \$500 inc. Federal tax

International Sets The Loveliest Tables In America...

FOR generations International silversmiths have been making fine tableware—designing, experimenting, perfecting.

The magnificent chafing dish you see here will give you an indication of the work that is being done by International silversmiths today.

The same skilled craftsmen are turning out precious *International Sterling* that tomorrow's brides will hand down to future generations...1847 *Rogers Bros.* silverplate that will be the pride of millions of homemakers...exciting new *International Stainless*, the worksaving tableware for modern, carefree living.

On the pages that follow, you'll find many of the patterns that are used and treasured in home after beautiful home today.

The International Silver Company



With this precious solid silver you'll have the most beautiful table of all

NOTHING can match the thrill of pride and pleasure that comes from owning real sterling. Its deep-sculptured design, rich weight and warm, radiant color cannot be duplicated in a lesser metal.

Lovingly, painstakingly fashioned of precious solid silver, the gleaming beauty of International Sterling comes from deep inside. It can never wear out. Everyday use will only increase its mellow loveliness.

There are 16 much-loved patterns from which to choose.

All have an authentic, lasting beauty that will combine with modern or traditional table accessories in perfect harmony or exciting contrast.

Six-piece place settings start at \$29.75 including the Federal tax. Budget terms available.

International Sterling
The solid silver with beauty that lives forever



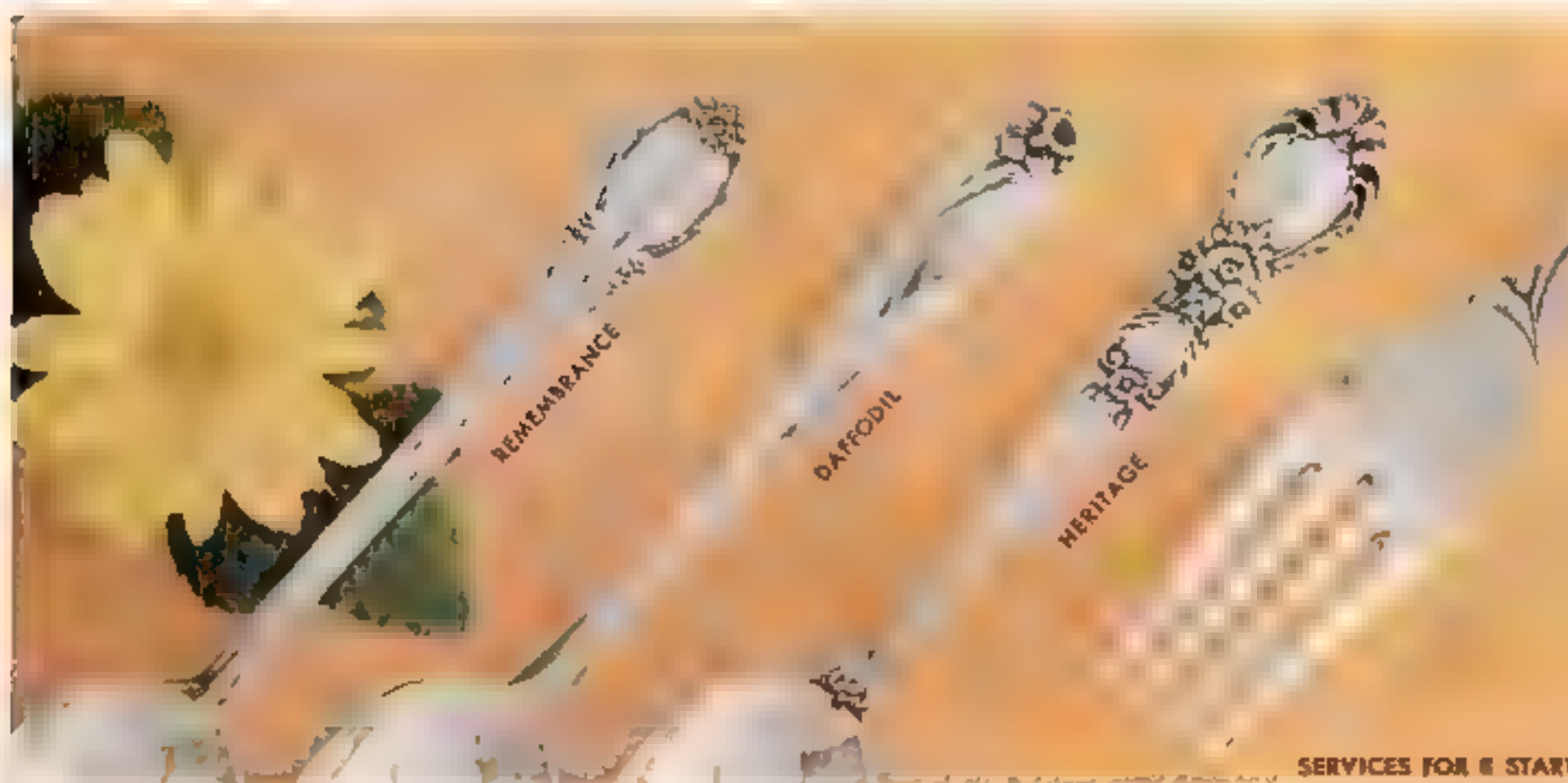
Be sure you see this stunning new pattern...

Flair

IN FLAIR, 1847 Rogers Bros. has captured the striking, dramatic beauty of modern design... you'll see it in the bold sculpture, the exciting contour of the smooth, flowing lines.

See how the pieces for the right side of the plate curve toward those for the left? On your table they'll form settings of unusual grace and symmetry. Only International offers you the new "balanced place setting."

International
sets the
loveliest tables
in
America




FLAIR

1847

1847 ROGERS BROS.

America's Finest Silverplate

SERVICES FOR 6 START AS LOW AS \$59.75. NO FED. TAX. BUDGET TERMS.



Have you seen this smart, new worksaving tableware?

Here is International Stainless, created for gay, modern, carefree living.

The patterns have a charming, sophisticated simplicity. The one at the left is called TODAY. Like all International Stainless, it needs no polishing, no pampering—can't possibly tarnish, rust or stain in normal use!

International Stainless is fashioned with all the skill and artistry that go into the making of your precious silverware. And—because it is made right here in America—the lovely patterns will be available when you want to add pieces later on.

Even though you already have silver, you'll want a set of this worksaving stainless.

Sixteen-piece starter sets for four, in the patterns shown here, from \$19.95. The 52-piece complete service for eight \$69.95. There is no Federal tax. Budget terms available.

International Stainless

Mastercrafted in steel by
The International Silver Company

today

International
sets the
loveliest tables
in
America



CASING A KING'S LIKENESS, EGYPTIAN WORKERS (LEFT) AND TOURISTS SURVEY THE BROKEN RAMSES II STATUE AT MEMPHIS BEFORE ITS MOVE TO CAIRO

RAMSES TAKES A RIDE TO CAIRO

Statue of a pharaoh is raised
and installed in capital square

In the 67 years that he ruled over ancient Egypt (1292-1225 B.C.), the great Pharaoh Ramses II speckled the land with grandiose images of himself. One of them, a 35-foot-high, 70-ton statue of red granite, stood at ancient Memphis, 20 miles south of modern Cairo. In the course of time it fell, broke and, like the Egyptian empire, was buried.

But over 3,000 years later, Ramses II has enjoyed a resurrection through the efforts of Abdel Latif Boghdady, modern Egypt's minister of municipal and rural affairs. Boghdady, whose passion is changing the face of Cairo, was irritated by a nondescript monument in its Bab el Hadid Square. Then he remembered the Ramses statue, lying unused on the ground since it was discovered about a hundred years ago. Borrowing a heavy tractor from the British in Suez, he started moving Ramses to Cairo. Patched and pieced together, Ramses II now towers over Egyptians once more (*next page*).



BOUND AWAY for the journey the main part of statue is settled on protective wood blocks and steel

framework on tractor trailer. The broken-off leg and crown made the trip in a separate smaller vehicle.



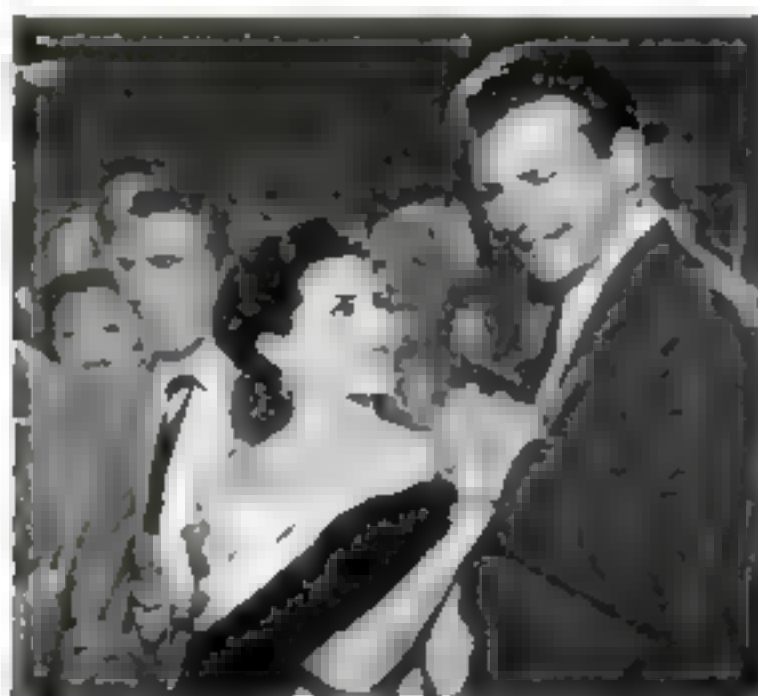
EXCITEMENT AND ENTICEMENT! The sultry, sizzling rock-and-roll interpretation of "Frankie and Johnny" by lovely Cyd Charisse is one of several sensational extravaganza numbers in M-G-M's gold mine of entertainment... "Meet Me In Las Vegas"!

ROMANTIC REVEL IN LAS VEGAS!



Las Vegas is America's most fabulous playground. M-G-M has captured all of its flair and flavor by taking its CinemaScope and Eastman color cameras there to film "Meet Me In Las Vegas." Its romantic story brings you into the heart of the resort, lets you share its love and laughter and luxury. You meet a glittering array of stars led by debonair Dan Dailey and luscious, long-stemmed Cyd Charisse. You hear a dozen hit tunes performed by such personalities as Jerry Colonna, Paul Henreid, Lena Horne, Frankie Laine and Nipponese darling Mitsuko Sawamura. You see several sensational dances (climaxed by "Frankie and Johnny") that were choreographed by Hermes Pan. Illustrated here are some of the scenes and players—but consider it merely a hint of the mint of entertainment that awaits you. Every member of the considerable cast including Agnes Moorehead, Lili Darvas, Jim Backus, Oscar Karlweis, Liliane Montevecchi, Cara Williams, The Four Aces—all contribute to the gaiety of the proceedings. Credit goes to Nicholas Brodsky and Sammy Cahn who wrote the songs, Isobel Lennart who created the story and script, Joe Pasternak who produced, Roy Rowland who directed—for this love story packed with song-and-dance.

METRO-GOLDWYN-MAYER



LUCK AND LOVE! Rancher meets glamorous dancer at roulette, holds her hand for luck and hits jackpot—of romance! Dan Dailey, Cyd Charisse play the roles.

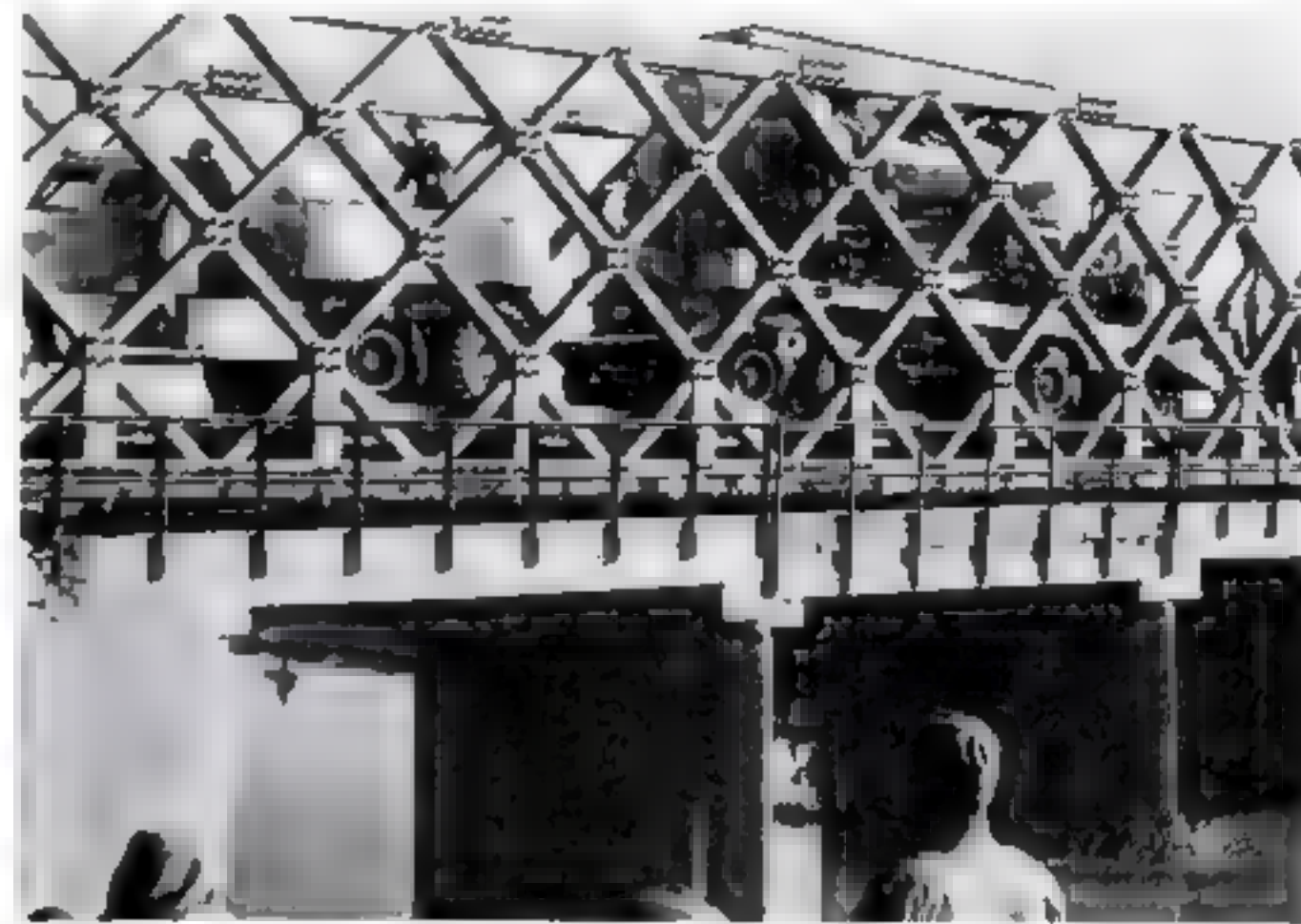


GAIETY AND GLAMOR! Barbecue at a luxury-ranch with a rousing hoe-down... Dan Dailey, Cyd Charisse sing and dance "The Gal With The Yaller Shoes".



DAZZLE AND DELIGHT! Beautiful girls abound in Las Vegas and also in movie it inspired; "My Lucky Charm" is performed by this eye-filling chorus line.

Ramses' Ride CONTINUED



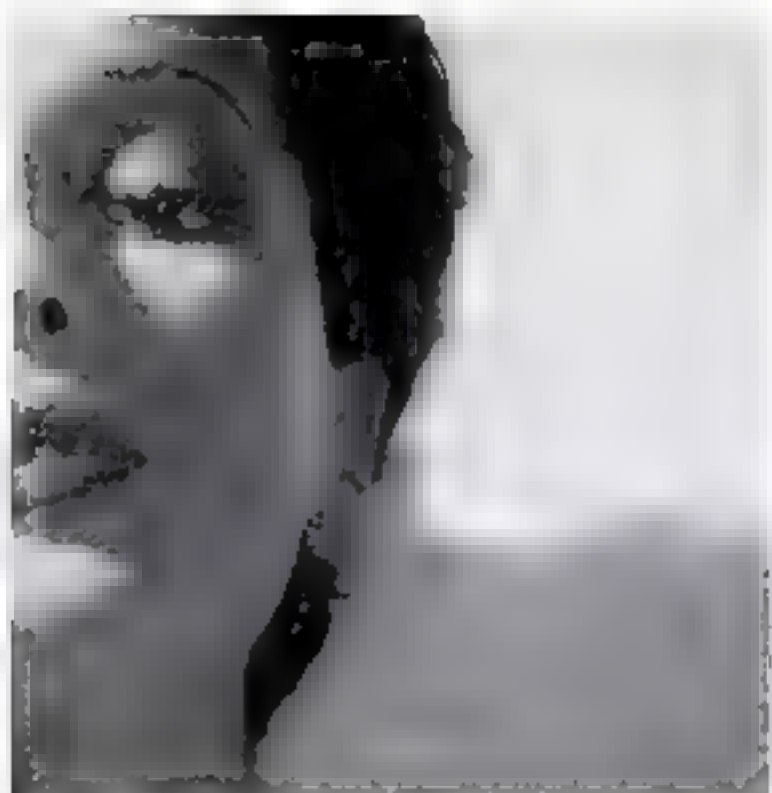
BURDENING A BRIDGE over a Nile canal, which Egyptian army engineers reinforced at both top and bottom, statue crawls through the countryside.



ROLLING INTO TOWN on the last leg of the journey, procession of the statuary is escorted through the Cairo streets by a motorcycle cop (left, front).



HOME IN ONE PIECE, the reconstructed Ramses II figure stands proudly erect once more before Cairo's main railway station in Bah el Hadid Square.



HALF ASLEEP.....FAST ASLEEP!



The difference is in the new Form-Fitted Mattress of Firestone Foamex...a full six inches deep!

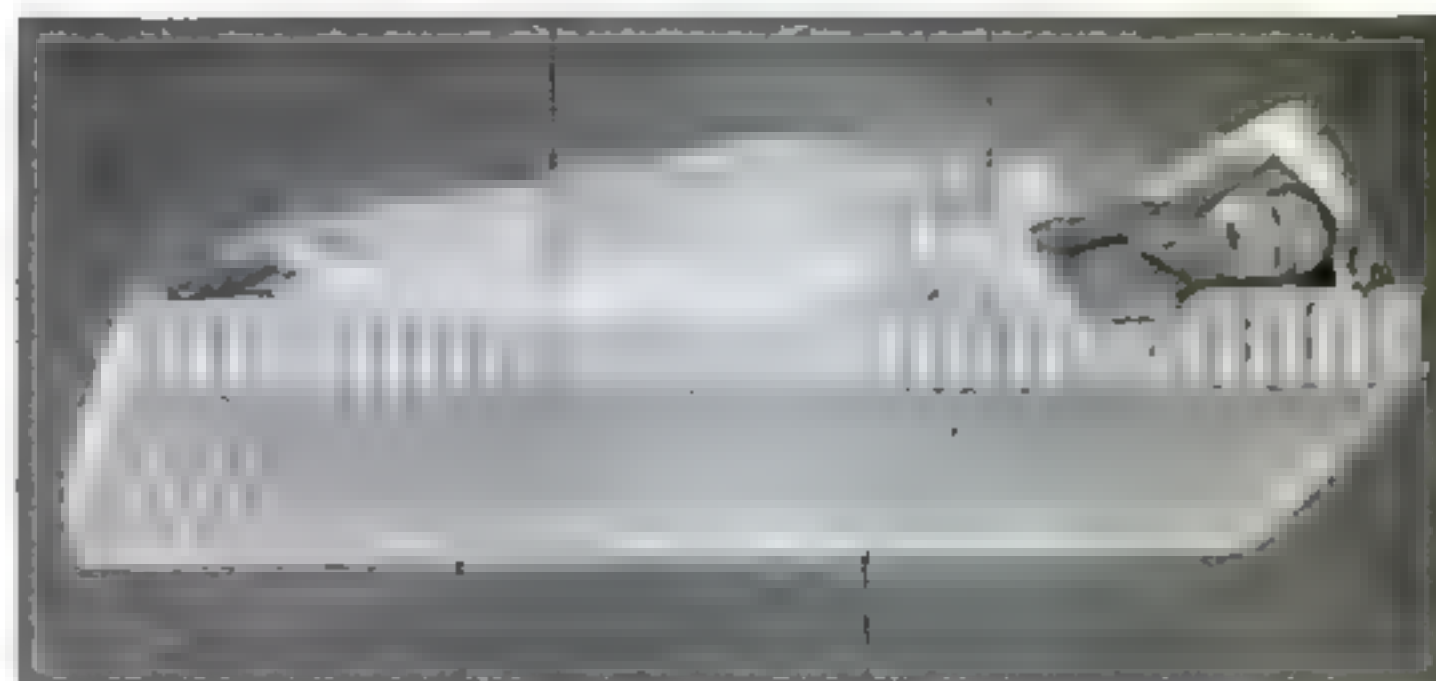
For people like you...whose every sleeping moment is priceless! Here is a totally new concept in mattress design—the Form-Fitted construction—with a totally new dimension of sleep comfort—Firestone Foamex, a deep, deep, six-inches deep!

Foamex cuddles every curve, yields to every movement, gently as a lullaby. You feel yourself letting go, giving in, as that delicious sensation of sleep steals over you.

The secret of this new measure of sleep comfort is six deep inches of Foamex whipped with air to a creamy foam...moulded in the Form-Fitted Construction that gives firm support to heavier mid-section; light, sure comfort to head and limbs.

If that kind of "balanced" sleep is important to you, visit your favorite bedding department and take the "Rest Test". While there, see the complete line of Form-Fitted Mattresses of Firestone Foamex. Prices start as low as \$69.75.

Firestone FOAMEX®



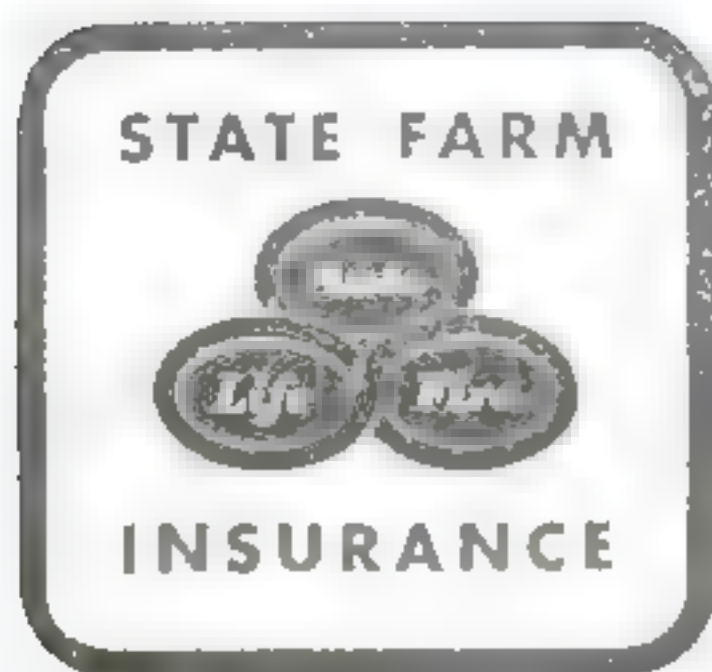
Larger air spaces for light support under your lighter-weight
Foot Section!

More Foamex (smaller air spaces) give firm support for your heavier
Mid-Section!

Larger air spaces for light support under your lighter-weight
Head Section!

ENJOY THE VOICE OF FIRESTONE ON RADIO AND TELEVISION MONDAY EVENINGS OVER ABC. ©1956 FIRESTONE INDUSTRIAL PRODUCTS

Why do more car owners insure with State Farm Mutual?



State Farm

THE CAREFUL DRIVER

State Farm Insurance is written only by the
STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY
and its wholly-owned companion companies

STATE FARM LIFE INSURANCE COMPANY • STATE FARM FIRE AND CASUALTY COMPANY

than with any other company in the world?



Policyholder Clarence R. Penny, Pittsburgh, Pennsylvania, says:

**“State Farm pays
claims promptly,
courteously...and
with no red tape!”**

After an accident in South Carolina which required Mrs. Penny to spend the night in a hospital, Mr. Penny wrote his State Farm agent and added:

*“I received the check for our \$73.20 hospital bill this morning.
I'm glad I'm with such a wonderful auto insurance company.”*

Of course, circumstances vary in every case. But you can always expect outstanding service from State Farm Mutual. At home, you just call the man who sold you your policy. Away from home, call any State Farm agent. Because State Farm is America's most widely bought auto insurance, you'll find State Farm agents (and our own salaried claim adjusters) in city after city...town after town. Each agent is pledged to treat every State Farm policyholder as a personal client.

And the cost is rock-bottom low!

At State Farm, we sell auto insurance at “less-than-industry” rates. (For example, if you were a policyholder like Mr. Penny... living in Pittsburgh and driving a 1948 Chevrolet Sedan... our rates for standard limit, full coverage would be 42 percent less than the rates* charged by most other companies. You'd save \$69.60 a year!)

We can do this because we deliberately aim to insure careful drivers only. And because we do not follow the usual practice of charging “selling” costs each year. Instead, you pay a *membership fee* for each kind of protection when you first buy it. You never pay another penny of *membership fees* for that protection as long as you live.

How much can you save where you live? For the coverages you want to carry? On your kind of car? Call any agent listed under “State Farm Insurance” in the yellow classified pages of your phone book.

*Rates in effect February 1, 1956

Mutual
INSURANCE COMPANY

HOME OFFICES: BLOOMINGTON, ILLINOIS
Field Claim Offices in 400 principal cities
7,000 agents in 42 states, District of Columbia, and Ontario, Canada.

Insurance (cont'd)

STATE FARM INSURANCE

Famous careful-driver auto insurance at rock bottom rates. We insure more cars than any other company.

Fast, fair claim service.
7000 agents in U. S. and Canada
Also life and fire insurance; residence liability.

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If you cannot find this listing in your phone book,
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Bloomington, Illinois.

Baby your Baby
EMPIRE
WATERPROOF
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The best you can get - in any of these famous waterproof fabrics.

Boilable Harte's WATASEAL plastic (an Empire exclusive)

STA SANI plastic with Hexachlorophene (new health guard, destroys bacteria)

Featherweight nylon
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All in bloomer, snap-on and rhumba styles in white and lovely baby pastels



At leading chain, drug and department stores

Empire Sheld Co., Inc., 588 Broadway, N. Y.

davis deluxe 17
FINE WATCHES
FOR MEN AND WOMEN
from \$49.50 to \$200

Remarkable!..

the instant coffee underneath this lid!



Chase & Sanborn has done it... made a full-bodied instant coffee for people who know and appreciate good coffee. Look for the jar with "full-bodied" on the lid!



Chase & Sanborn
the Full Bodied Instant

PARENTS WITH THEIR SON IN PERIL



RACING WITH DEATH, as fire hits second floor, rescuer climbs to third. Parents numbly face each other at left.

A quiet London street was transformed into a scene of terror one recent morning when a store of kerosene caught fire in a small drygoods shop, trapping a 19-month-old boy in an upstairs flat. Trying to save his son, Shopkeeper Thomas McCowan stayed inside too long and was burned on the legs and arms. While his wife Joan screamed, "Save my baby!" an automobile service van that was in the neighborhood radioed for help. Help and a photographer came almost at the same time, one to perform and the other to record a dramatic rescue shown at left and below.



DESCENDING WITH BABY, firemen get protective spray, as mother approaches. Truck had moved away.

EMBRACING HER SON, Mrs. McCowan squeezes him at moment of reunion as fireman gently walks her away.





The one and only after-shaving (underarm) deodorant, and anti-perspirant.

...And then Fresh Stick ! Imagine !

*The only
anti-perspirant
you can use
any time...even
after shaving.*



FRESH scientists discovered it — the new patented ingredient combination that made all this possible. It's obtainable only in New Fresh Stick.

New Fresh Stick gets underarms dry, really dry, in seconds . . . ends all danger of perspiration and odor. And still it's safe for normal skin, no matter when or how often you use it. In addition, it's the only one that goes on dry, invisibly, without any greasy or runny messiness.

In New Fresh Stick you use this highly effective formula **full strength**. Yet, it's so gentle, so mild you can actually shave your underarms first and use it immediately afterward. Something every other anti-perspirant cream or stick cautions you against. But not New Fresh Stick. In fact, New Fresh Stick helps guard against after-shave infection because it's **actually antiseptic**.

Ever hear of anything like it? It's the newest—and greatest for daylong protection.

Fresh

is a registered trademark of Pharma-Craft Corporation



*Do-It-Yourself Decorating is a Time Magazine "Amenity List in the Stars" Home Life in America.

When the neighbors drop over—

What makes a glass of beer taste so good?



Almost overnight we've become a nation of carpenters, decorators, painters. Showing off the latest family project to friends and neighbors has become a familiar part of family life—just as typical and as right as the mellow glass of beer or ale served when guests arrive.



Traditionally, beer blends right in with our friendly, informal pattern of leisure living. Because of its tangy, distinctive taste—a product of our country's finest malt barley, brewed with flavorful hops—beer is our national "beverage of moderation"—served and enjoyed in most American homes.

Beer Belongs—Enjoy It!

AMERICA'S BEVERAGE OF MODERATION



A Pointer Disappointed

A FEARLESS FALCON STRIKES TO STEAL ITS MEAL

Returning home hungry after a pleasant afternoon of sniffing in the neighborhood fields, a pointer that lives on the German island of Borkum in the North Sea was chained to its kennel and offered a meaty bone by its master. As the pointer settled down with its tidbit, a news photographer named Gerhard

Gronefeld, walking by from the beach, stopped to take its picture. Suddenly there was a whirr of wings as a falcon swooped overhead (above, left), plunged to earth and pounced on the bone. Dragging it away from the frustrated dog, the falcon ate a leisurely meal, then flapped off home to a falconry two miles away.



AS THE FALCON SWOOPS UNEXPECTEDLY DOWN TO SEIZE THE JUICY BONE, THE STARTLED POINTER DRAWS BACK



AS MEAL DISAPPEARS, the pointer tugs at its leash, looks balefully at the falcon eating just out of reach.



HOWL OF DESPAIR comes from the pointer as the unperturbed falcon picks the last scrap of meat off bone.

Your Hands Tell Your Age

Only Household Gloves
Keep Them Young



Knit cotton lined

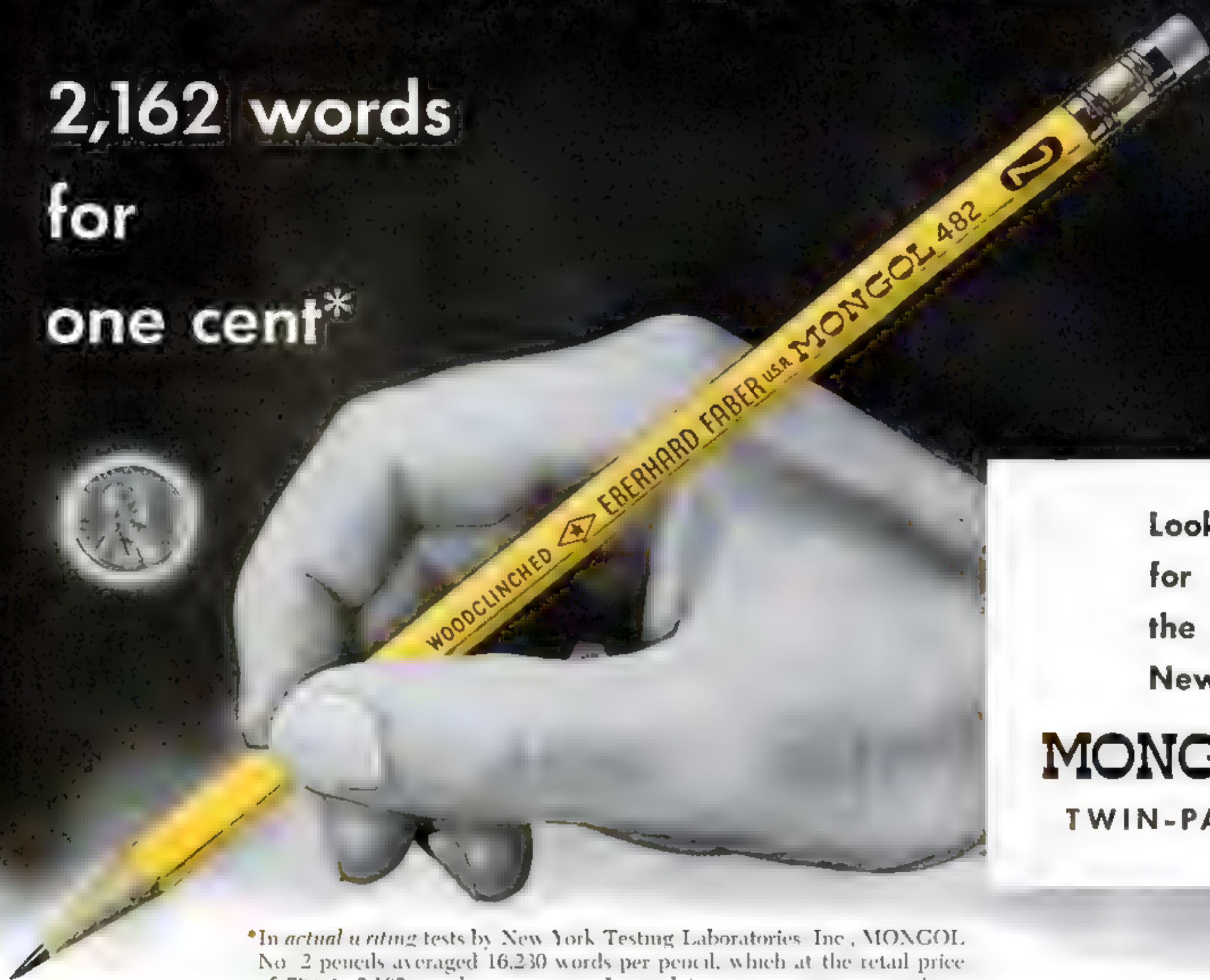
Bluettes® prevent irritation from detergents and soaps, discomfort from the hot water necessary for sanitary dish washing, and provide protection quickly without messy talcum or creams. Du Pont neoprene exterior withstands cleaning compounds that ruin latex natural rubber gloves.

\$1.49 at drug, food, hardware and department stores. Other popular products by The PIONEER Rubber Company, 190 Tiffin Road, Willard, Ohio: Cotton down lined SUPER Ebonettes (98c) and nimble fingered Standard Ebonettes (79c) household gloves. All prices slightly higher in Canada.

Your Best Buy's

MONGOL

2,162 words
for
one cent*



Look
for
the
New
MONGOL
TWIN-PACK

*In actual writing tests by New York Testing Laboratories, Inc., MONGOL No. 2 pencils averaged 16,230 words per pencil, which at the retail price of 7½¢ is 2,162 words per penny. Large lots mean even more savings.

Cheap Pencils



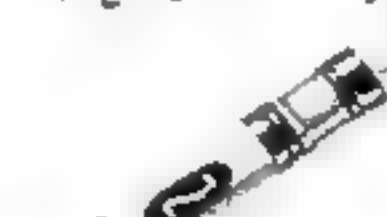
Economy's only one reason why Mongol is America's preferred pencil! With Mongol, writing's easier in every way.

Mongol writes blacker with less bearing down...writers say it actually stimulates flow of thoughts. Only Mongol has *Complastc Lead*. .finer particles of graphite are tightly compressed for smoother writing, longer wear.

Mongol needs less sharpening...the points don't snap or crumble. Mongol's exclusive *Woodclenching Process* binds lead to wood for built-in strength.



Mongol alone has erasers of "Pink Pearl" quality. Soft, smooth, pliable "Pink Pearl"...America's favorite eraser. Cleans as it erases—and it won't roughen the paper.



Mongol alone has the new bull's eye degree marking...for instant degree identification.

5 accurate degrees of lead hardness for every use and every taste. The pencil with the strongest points in its favor is Mongol!

2 for
15¢
Slightly
higher west
of the Rockies

**Intense Color
at a
feather
touch**

Every-
body loves
color.
Colorbrite is
permanent,
smearproof, fade-
proof, waterproof.
26 High-Visibility colors.

Colorbrite

Paint with Pencils



Most versatile of all—use brush and water
for water-color effects—or dry for crisp,
clean lines. Sharpen to a needle point. 36
brilliant colors.

MONGOL Colored Pencils

**Tops for
typists!**



The famous
red disk eraser
6587, used for years
by most secretaries,
now also in easy-
to-sharpen pencil shape.

**"6587" and SINGLEX
Typewriter Erasers**

**For Jet Black
Writing**

The jet
black, extra-
thick leads in
Ebony leave
smooth, bold lines
on any paper. Ideal
for quick notes, memos
... sketches and layouts,
too. Wood-cased, or
mechanical holder with leads.

EBONY

**Everybody's
Favorite!**



Soft, pink
compound
cleans easily,
leaves no trace.
Now also in
self-sharpening pencil shape.

Pink Pearl

**The Choice of
Professionals**



Finest drawing
pencils made.
Ultra-smooth.
Rich, black lines.
Strong, fine points. In 18
uniform degrees.
Use wood
pencil or sure-grip holder.

MICROTOMIC

You'll see this new
MONGOL
display in
better stores
every-
where!



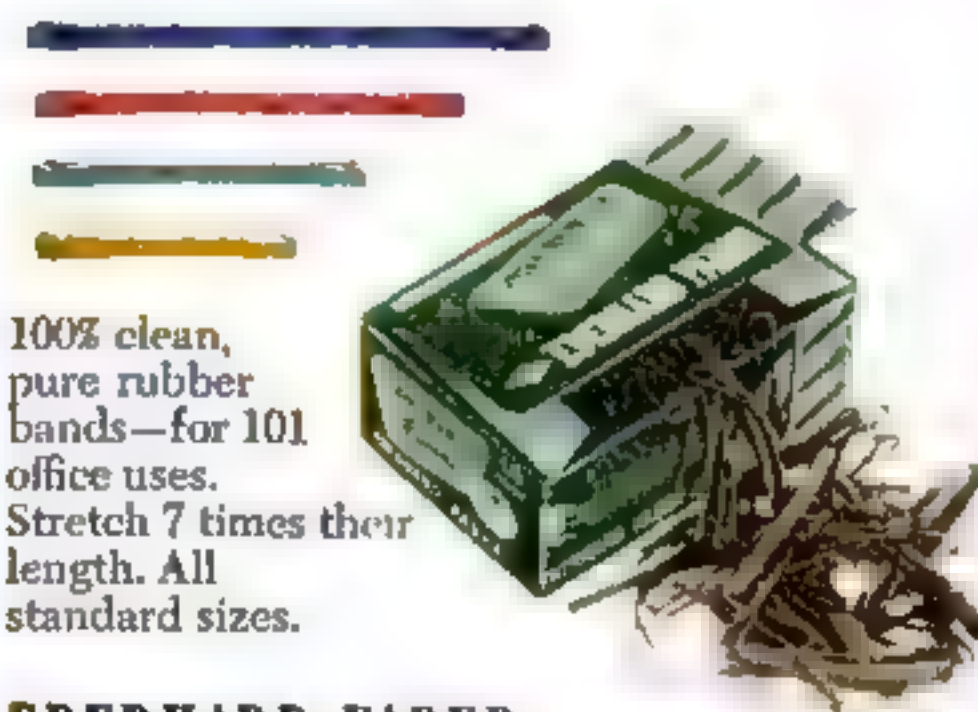
Going Steady!



NUPASTELS Chalk Sticks and complemen-
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Used by all art departments. New matched
color sets available.

NUPASTELS and Colorama

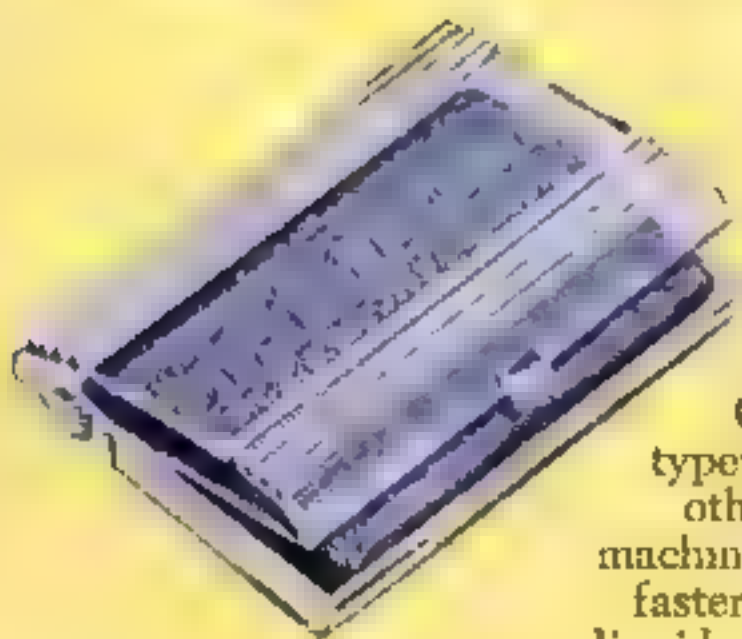
Full of Life



100% clean,
pure rubber
bands—for 101
office uses.
Stretch 7 times their
length. All
standard sizes.

EBERHARD FABER BANDS

Star of the Office



Star Plastic
Cleaner for
typewriters and
other business
machines... cleans
faster, easier. No
messy liquids—no fumes.

STAR Plastic Cleaner

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are just a few of the more than
3,000 quality Eberhard Faber
products sold by better stores
everywhere. Whenever you shop
for writing or art materials, be
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You can't beat the quality.

Trademarks Reg. U. S. Pat. Off

Since 1849

**EBERHARD
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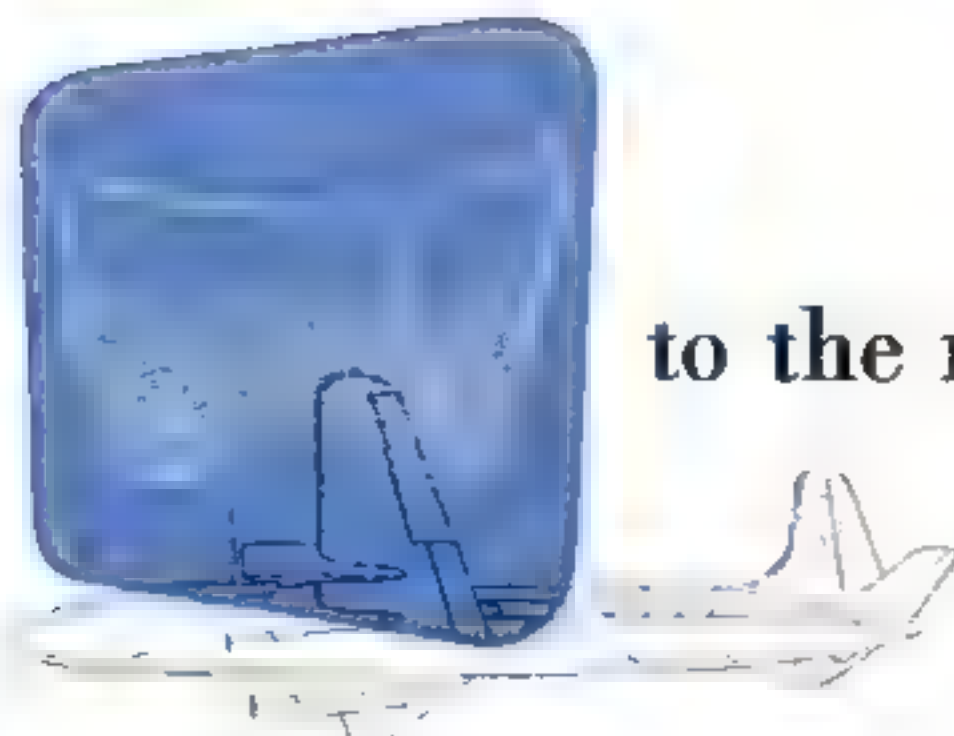
*puts its quality
in writing*

NEW YORK • TORONTO

Change over now

to the really

New in Shoes!



FLORSHEIM IMPORTED SILKS

Florsheim stylists foresaw the style swing to silk—and planned, for Spring and Summer, the finest, most complete line of silk shoes to be seen anywhere! Of course, ordinary silk would not do; the silks in Florsheim Shoes are imported and woven to our specifications—to look sleeker, feel lighter, and wear longer!

top left: *The DABBY, S-1660; tassel slip-on in black calf and gray silk.*

top right: *The DABBY, S-1657; three-eyelet blucher in black calf and gray silk.*

center: *The BELVEDERE, S-1664; three-eyelet blucher long wing tip in black calf and gray silk.*

THE FLORSHEIM SHOE COMPANY • CHICAGO 6
MAKERS OF FINE SHOES FOR MEN AND WOMEN



Florsheim Shoes

\$17⁹⁵ and higher



ON DUMMY DECK CADETS CLEAN AND FIX RADAR SCANNERS FOR ELECTRONIC NAVIGATION COURSE. LIEUTENANT COMMANDER FRAZER (CENTER) CHECKS WORK

NEW STATUS FOR SAILORS

U.S. Merchant Marine Academy is made permanent service school

The cadets at the U.S. Merchant Marine Academy, who have been living on year-to-year congressional appropriations, last month were given a new sense of security. President Eisenhower signed a bill making the academy a permanent service school, giving it the status of Annapolis or West Point.

The academy, founded in 1942 at Kings Point, N.Y., each year graduates 200 officers

for American shipping. Each cadet spends three years studying under merchant marine officers and a fourth year on a merchant ship. On graduation he receives a B.S., an ensign's commission in the Naval Reserve and a Third Officer's rank in the Merchant Marine. The academy's new status has spurred plans to set up a course in nuclear-powered ships and a research center for the U.S. shipping industry

AT MESS CADETS CHEER NEWS OF ACADEMY'S NEW PERMANENT STATUS →



OPEN UP STUFFY NOSE



Mistol Mist gives you instant head cold relief. It contains Neo-Synephrine* plus a special anti-histamine. No oil. Gentle for children, too. Get one for each member of your family. Carry in pocket or purse. Use anytime, anywhere. (If you prefer dropper-type relief ask for Aqueous Mistol, 79¢.)

Get **MISTOL MIST**
Only 98¢

Large \$1.98 size contains
2½ times as much



NEW—Mistol Cough Syrup with Vitamin C checks cough, helps resist cold's after-effects. Also get new Mistol Cold Capsules.

*Registered trademark of Winthrop-Stearns, Inc.

Get the **BEST**
for **LESS**...get



200 Tablets 79¢ • 100 Tablets 49¢ • 12 Tablets 10¢

Cut down on dish breakage

with beautiful new

PYREX

Dinnerware



So tough you can
drive nails with it!

SAVE MONEY with PYREX Dinnerware. It's beautiful enough for all your entertaining—yet it's made to take the roughest treatment your family can dish out every day! 16-piece set for four—choice of four handsome color borders.

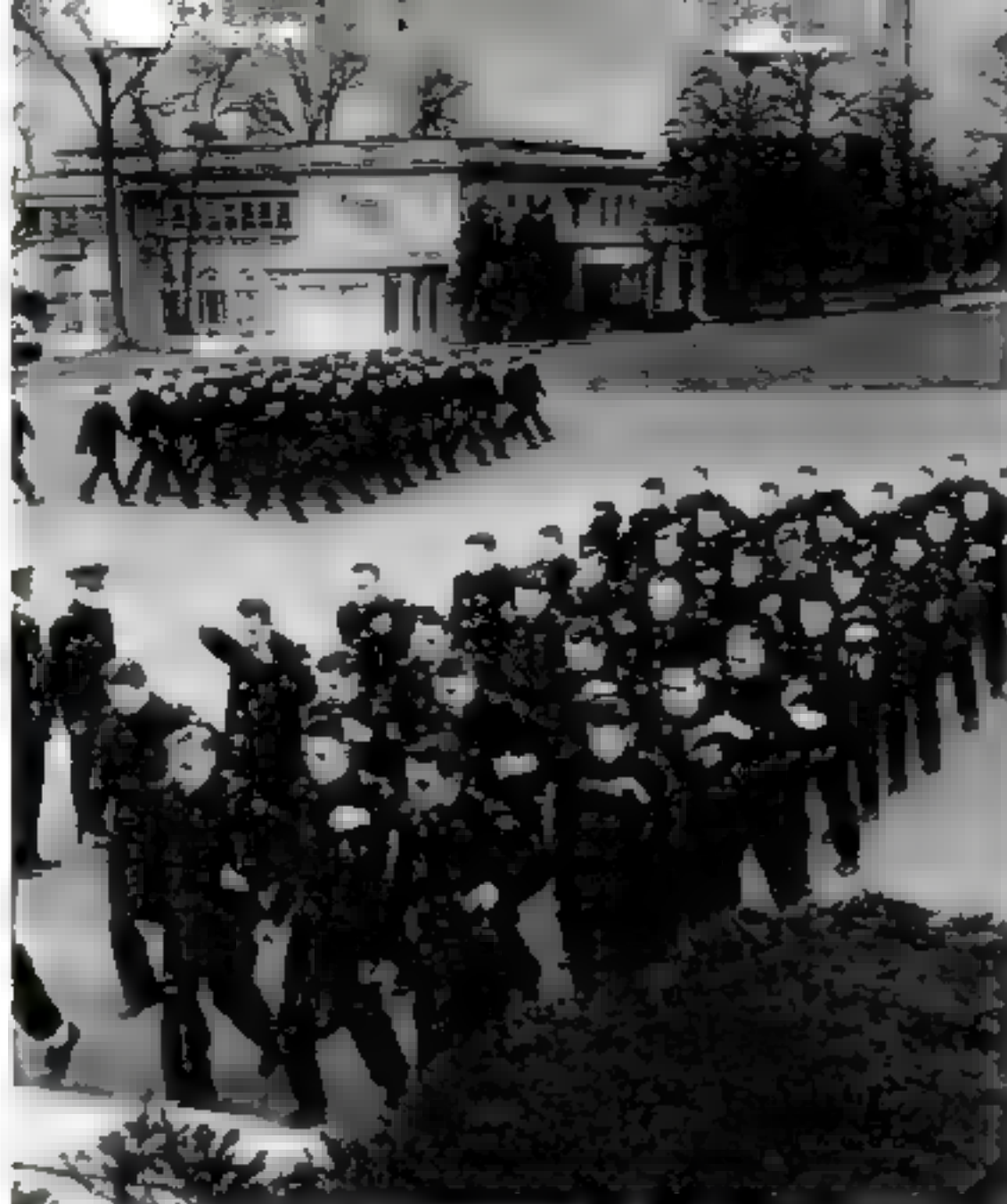


\$6.95

Open-stock
available

Also available
with borders
banded in gold
\$9.95

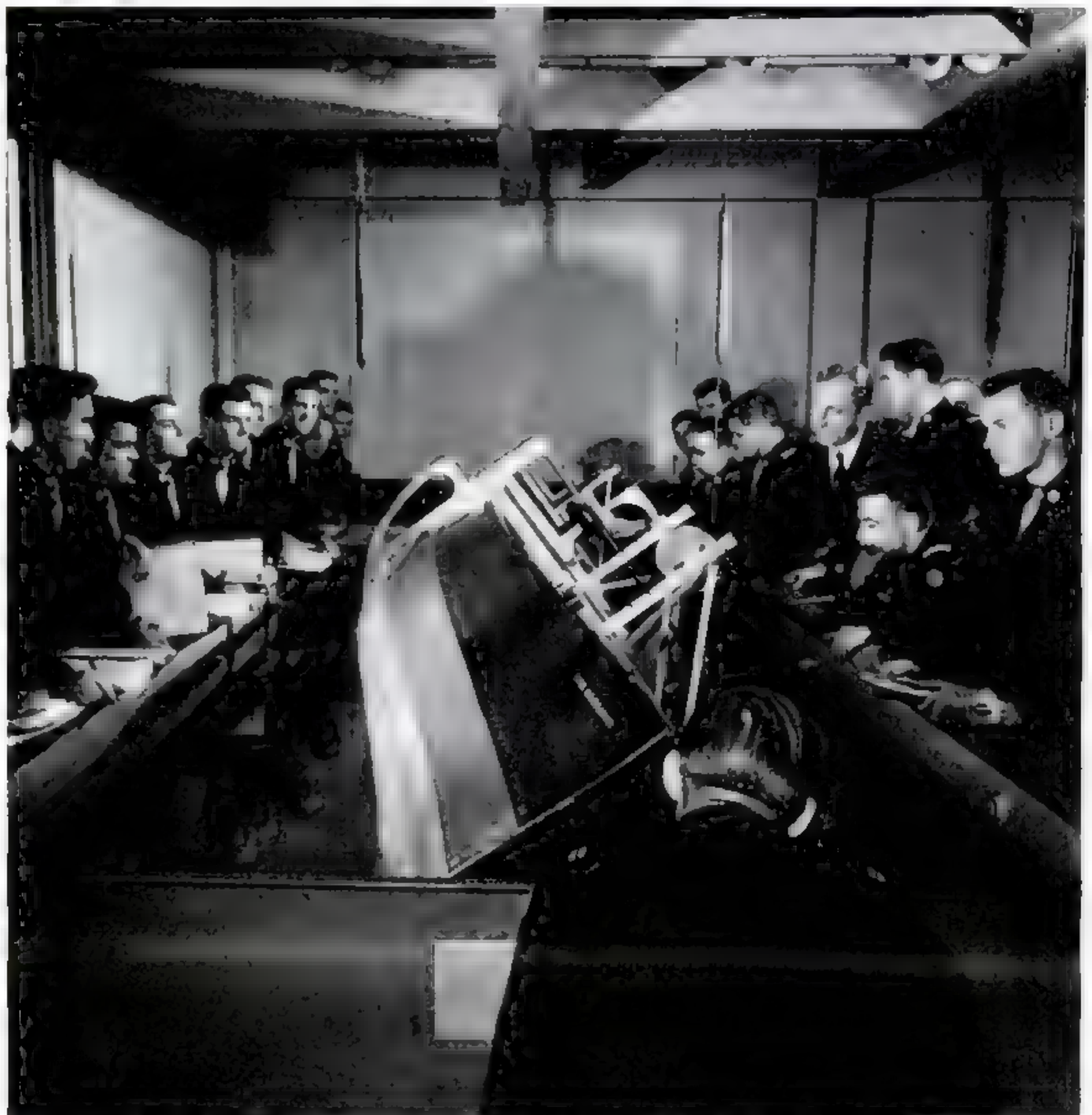
CORNING GLASS WORKS, Corning, N. Y.



REMOVING CAPS in unison, cadets enter noon mess. Sixty-eight-acre academy is on estate once owned by Walter Chrysler.

MODEL CRANE built by Cadets Bowden (left) and Cherrix measures strains cargo weights put on parts of a crane.

New Status for Sailors CONTINUED



TILTED SHIP leaning hard to port simulates vessel caught in severe storm. Weights inside ship and wires

above regulate its tilt. Named *Miss Calculation*, model is 20 feet long and is used to teach naval architecture.

CONTINUED



*What you need in
a place only a "mudder"
could love*

The suburban street that will one day be a beautiful boulevard is, today, often a sloppy quagmire that only a "mudder" could love!

That's why our OK trademark means something particular, something *extra* to many value-conscious "country gentlemen" (and ladies)! A brand of well-groomed cars that provide road-worthy dependability whether you're dodging over the unpaved streets of a new "development" or cruising over a satin-smooth ribbon of superhighway.

Now, we Chevrolet dealers can't take the credit for engineering rugged dependability into the various makes and models of used cars we handle. But we are responsible for *restoring* it before we confer the red OK tag that means, "This car has been thoroughly inspected and reconditioned for performance, safety and value." That's why we are unafraid to sell it with a written warranty signed by us.

A good man to know in any neighborhood, *new* or old, city or country, is your authorized Chevrolet dealer. Because he sells more new cars in your community, he takes in a greater variety of trade-ins. You'll find the make and model of your choice, equipped the way you want it, at your Chevrolet dealer's. Drop in, when you find the time, and get the up-to-date, down-to-earth savings data that will make it easy to make a thrifty selection on an OK Used Car.

Buy with warranted confidence
where you see the OK trademark



SOLD ONLY BY CHEVROLET DEALERS



*What you need in
a place only a "mudder"
could love*

The suburban street that will one day be a beautiful boulevard is, today, often a sloppy quagmire that only a "mudder" could love!

That's why our OK trademark means something particular, something *extra* to many value-conscious "country gentlemen" (and ladies)! A brand of well-groomed cars that provide road-worthy dependability whether you're dodging over the unpaved streets of a new "development" or cruising over a satin-smooth ribbon of superhighway.

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Buy with warranted confidence
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SOLD ONLY BY CHEVROLET DEALERS

Why men who know **Building**
...use and recommend

**ORANGEBURG® ROOT-PROOF
PIPE**



Builders, Architects, Plumbers, Sanitary Engineers—men who know building best—know that Orangeburg Pipe is designed for modern construction methods. They know that its speed of installation and proved quality are unsurpassed, whether it's for new construction or modernization.

They know, too, that no home is modern today unless it is modern underground as well as above-ground.

Revolutionary Non-Metallic Material

Non-metallic Orangeburg is rust-proof...strong, tough, resilient—withstands traffic, tensions, temperature changes. Resists acids and alkalis in sewage wastes. Lasts for years underground.

Root-Proof Joints Add Years of Service

Root clogging leads to dug up lawns, trouble, expense. Orangeburg's Taperweld Joints are scientifically designed to keep the roots out. Pipe ends and couplings are accurately tooled to seal root-proof and stay root-proof.



EASY TO INSTALL

This is the famous Orangeburg Taperweld joint which seals root-proof and watertight with a few hammer taps (no cement, nor calking, nor compounds needed). The long, 8-foot lengths are light and easy to handle, go into the ground quickly without trouble. And all this means that you save time, trouble and money!



UNDERGROUND 49 YEARS

When this section of pipe was dug up for a look after 49 years of service, it was found to be in perfect condition—undeniable proof of Orangeburg quality.

Orangeburg, the Pipe of Many Uses

Be sure to get genuine Orangeburg Root-Proof Pipe for house sewers, septic tank connections, storm drains and other outside non-pressure lines. Use Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains, wet spots in lawns and fields.

Get the facts about this Modern Pipe

If you are buying a new home, find out if it has modern Orangeburg Pipe underground. If you are building, modernizing or repairing, ask "the men who know." They will tell you that 150,000,000 feet of Orangeburg Pipe are giving dependable service across the nation today.

Be sure to use exclusive Orangeburg Fittings. For more facts see your dealer or write Dept. L-36.

ORANGEBURG MANUFACTURING CO., INC., ORANGEBURG, N. Y.
WEST COAST PLANT, NEWARK, CALIFORNIA

Look for the **ORANGEBURG** Trademark on the Pipe and Fittings

It's so easy to enter...easy to win in this

\$101,000

Mazola® Oil Contest

3333 chances to win CASH AND PRIZES

Here's your golden opportunity to discover the "golden goodness"



THE NEXT **555** WINNERS GET

SIMEON L. & GEORGE H.

**Rogers Silverplate
by Oneida, Ltd.**

Superbly made silverplate with a new and distinctive design, the exclusive Presentation pattern. 34 piece set in a handsome chest.



THE NEXT **555** WINNERS GET A

**Westinghouse
Automatic Fry Pan**

Exclusive thermometer-type control, "spread-even" heat. Popular square shape, cool open handle with Temp. Chart. Complete with lid.



THE NEXT **555** WINNERS GET A

**Westinghouse
Portable Electric Mixer**

Lightweight, powerful. "Stop-n-go" switch on handle, 3 speeds. Two large, easy-to-clean beaters that pop out without fuss.

It's fun! It's easy! And think of all your chances to win!

Say to yourself... "This is it!" Even if you've never won a contest before, you could easily be a winner of this one. Just recall the many times you may have talked to a neighbor and said... "You know, I like this product because..." Well that's all you need to do to win this contest.

Here's all you do...

Just tell us why you like Mazola. Pretend you're talking to your neighbor and telling her... "I like Mazola because..." Two words could do it. Or more if you like. Just so you say why you like Mazola in less than twenty-five words. Send us your reason, together with a label from either a pint or quart of Mazola Oil.

You undoubtedly have a favorite way to use Mazola. It may win you a big cash prize... so, let's have it. Send in several to increase your chances of winning. Here's hoping you do... good luck to you!



HINTS! Read this message...you'll find hints galore on "why you'll like to use golden Mazola Oil"

The millions of folks who prefer Mazola for frying, for salads and for baking like its golden goodness... they know Mazola is a light, delicate oil that comes exclusively from golden corn.

Mazola is so clean and convenient to use... it blends perfectly to make the most delicious, fresh salad dressings... it makes fried foods light foods, golden brown and so digestible.

And Mazola is the instant liquid shortening for baking that measures quickly, mixes easily... with no digging out, no cutting in.

Many say they like the clear glass bottles that show Mazola's fine golden goodness... and they like the recipes on the label.

To sum up, briefly... "Mazola makes so many good things - BETTER."

00

1st PRIZE
\$20,000⁰⁰
 in cash

2nd PRIZE
\$5,000⁰⁰
 in cash

3rd PRIZE
\$1,000⁰⁰
 in cash



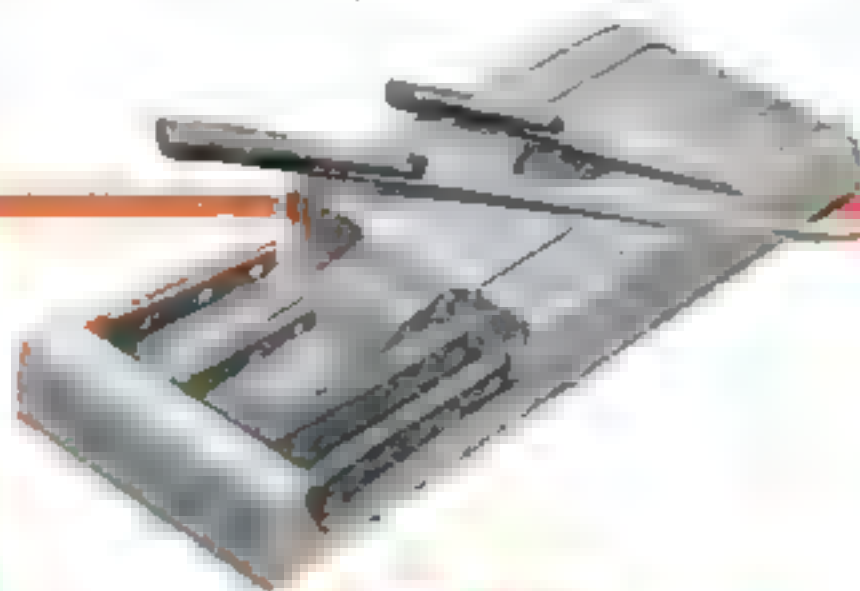
Mazola Oil gives to all your frying, salads, and baking!



THE NEXT **555** WINNERS GET A

Westinghouse Automatic Coffee Maker

A chrome-plated beauty, molded Bakelite base and handle. Starts perking in less than a minute. Shuts off—keeps coffee hot.



THE NEXT **555** WINNERS GET A

Flint 6-knife and Wall Holdster Set

6 beautiful, useful knives with Vanadium stainless steel blades, hollow ground for lasting sharpness; Pakkawood handles.



THE NEXT **555** WINNERS GET A

Munising 7-piece Salad Set

A family size bowl, 4 individual bowls, fork and spoon servers. Made from hard rock Maple, hand-rubbed.

EASY CONTEST RULES

1. Fill out the entry blank by finishing this statement "I like golden Mazola because" in 25 words or less. Fill in your name and address.
2. Entries must be mailed to Mazola, Box 65B, Mount Vernon, N. Y., and postmarked not later than May 1, 1956.
3. Use the entry blank in this advertisement or get entry blanks at your grocer's or use a plain sheet of paper. Submit as many entries as you like. Each entry must be accompanied by a label from a bottle of Mazola Oil.
4. Contest is open to everyone in continental United States, except employees of the Corn Products Refining Company, its subsidiaries, their advertising agencies and members of their immediate families. Entries must be the original work of the contestants who submit them. Entries with inadequate postage will not be considered. Duplicate prizes will be awarded in case of ties.
5. Entries will be judged on originality, sincerity and aptness. Winners will be picked by the impartial judging staff of Reuben H. Donnelley Corp. Decisions of the judges will be final. Entries will not be acknowledged or returned and become the property of Corn Products Refining Co.
6. Winners will be notified by mail. If the list of winners is desired, send pre-addressed, stamped envelope.
7. Contest is subject to all Federal, State and local regulations.



50th
ANNIVERSARY
1906-1956
CORN PRODUCTS
REFINING
COMPANY

MAZOLA, BOX 65B, MOUNT VERNON, N. Y.

I am enclosing a Mazola Oil label. Enter the following statement in the Mazola Oil \$101,000.00 contest.

I like golden Mazola because _____

NAME _____ (25 words or less)

ADDRESS _____

CITY _____

ZONE _____ STATE _____

This contest expires May 1, 1956



Our Walker's DeLuxe butler strikes a pleasing note for Percy Faith

Famed conductor of radio and records, Percy Faith is something of a perfectionist. That's why he liked the Walker's DeLuxe highball our

butler, Robert, made him. For Walker's DeLuxe is a whiskey you can't improve on—Hiram Walker's finest bourbon. Try it soon.



© Hiram Walker & Sons Inc., 1956

7 years smooth...90.4 proof...elegant in taste

WALKER'S DeLUXE

Best of the straight bourbons—by Hiram Walker

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 90.4 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

THE EDITORS OF LIFE PRESENT

A HISTORY OF THE ENGLISH-SPEAKING PEOPLES



by

Sir Winston Churchill

On the following pages LIFE publishes the first instalment of a monumental new work by a master historian. Over the past two decades, except for the forced interruption of the war years, Sir Winston Churchill has labored on this glowing account of the peoples of Great Britain, America and the Commonwealth. In this and the following three issues LIFE presents passages from Volume I, *The Birth of*

Britain. As the subsequent three volumes of the history appear, LIFE will publish further instalments. All volumes will be published in book form by Dodd, Mead. In the selection of passages from the history and the preparation of transitional paragraphs, which on the following pages are indented from the main text, the editors of LIFE have had the generous cooperation and approval of Sir Winston.



INVASIONS OF BRITAIN began with prehistoric assaults on the western coasts, then continued through centuries of history as successive waves of Romans, Angles and Saxons, Danes, Vikings and finally the Normans of William the Conqueror swept into the land. Each invader in turn had to defend himself against later bands of marauders. The

Romans built forts and Hadrian's Wall to fend off the Picts of Scotland. The legendary Arthur tried to stay the Saxon hordes. Alfred the Great, Canute and Harold the Saxon each made his stand in defense of his crown. Religion, too, came to Britain in waves. Probably about 1500 B.C. a sun-worshipping people built the vast monument of Stonehenge

A History of the English-Speaking Peoples

Part I

THE BIRTH OF BRITAIN

by SIR WINSTON CHURCHILL

IN THE BEGINNING there was not even the island. The chalk cliffs of Dover met those of Calais, and Thames flowed into Rhine. Then, even after the North Sea swelled over the marshy plain, the fertile lowlands of the island stretched out, flat and defenseless, to invite the restless invader. Iberian, Gael and Brython—all came, the last bringing the historic name for the land. And they brought to Britain the first vivid image shining fiercely through the mists of those ages—the Druids, that mysterious all-powerful priesthood of the forests, raising the savage principle of human sacrifice to a ruthless pitch.

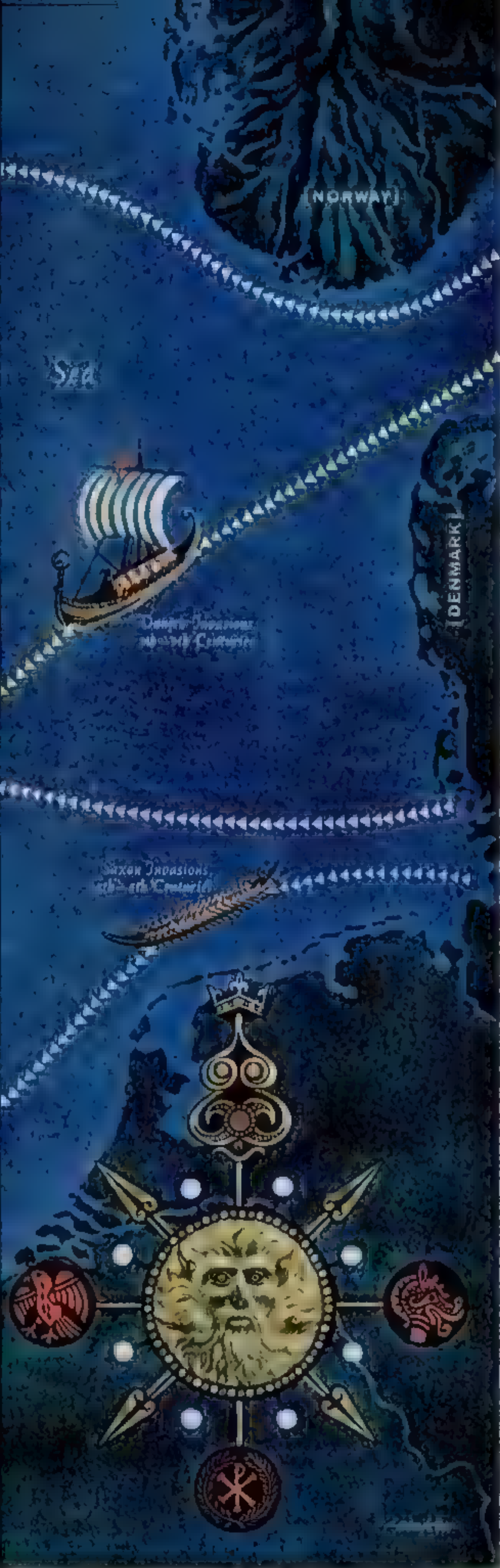
For the first thousand years of the Christian era—until the Norman Conquest—the island was irresistibly easy to invade. Ever thereafter it was dramatically difficult. This single fact made of these thousand years a single era. For the century-spanning mingling of the races—their skills, their laws and their blood—made the people. A later age would make the nation.

Like so much in all the Western world, the beginning of this story is with Rome. Fifty-four years before Christ, Caesar's legions had driven the chariots of Britons into headlong retreat. But a century passed before Claudius firmly made Britain a Roman province. With the single exception of the furious Celtic uprising led by Queen Boadicea, the conquest proved not difficult, and as Sir Winston Churchill recounts below, Roman Britain found a way of life remarkably modern.

FOR nearly three hundred years Britain, reconciled to the Roman system, enjoyed in many respects the happiest, most comfortable, and most enlightened times its inhabitants have had. Confronted with the dangers of the frontiers, the military force was moderate. The famed northern defense line of Hadrian's Wall was held by the auxiliaries, with a legion in support at York. Wales was pinned down by a legion at Chester and another at Caerleon-on-Usk. In all, the army of occupation numbered less than forty thousand men, and after a few generations was locally recruited and almost of purely British birth. In this period, almost equal to that which separates us from the reign of Queen Elizabeth I, well-to-do persons in Britain lived better than they ever did until late Victorian times. From the year 400 till the year 1900 no one had central heating and very few had hot baths. A wealthy British-Roman citizen building a country house regarded the hypocaust which warmed it as indispensable. For fifteen hundred years his descendants lived in the cold of unheated dwellings, mitigated by occasional roastings at gigantic wasteful fires. Even now a smaller proportion of the whole population dwells in centrally heated houses than in those ancient days. As for baths, they were completely lost till the middle of the nineteenth century. In all this long, bleak intervening gap cold and dirt clung to the most fortunate and highest in the land.

In culture and learning Britain was a pale reflection of the Roman scene, not so lively as the Gallic. But there was law; there was order; there was peace; there was warmth; there was food, and a long-established custom of life. The population was free from barbarism without being sunk in sloth or luxury. Some culture spread even to the villages. Roman habits

CONTINUED



and at a later date the Druids, with their human sacrifices and sacred groves, led the peoples of the Bronze Age and Iron Age. Like the martial leaders, early Christian saints—Patrick, Columba and Augustine—raised the bulwark of the church against the overseas barbarians.



MONUMENT OF STONEHENGE, battered by time and weather over 3,500 years, still stands in southwest England, the most impressive prehistoric relic in Europe. Built in the Bronze Age, probably by sun worshipers, it has no connection with the Druids, who did not appear until

centuries later. The huge rocks were shaped at quarries about 200 miles away, then transported—probably both overland and by water—to Salisbury Plain and fitted into place. Inside two great circles of rock lies the “Altar Stone” (*foreground, center*) scene of unknown ancient rites

percolated; the use of Roman utensils and even of Roman speech steadily grew. The British thought themselves as good Romans as any. Indeed, it may be said that of all the provinces few assimilated the Roman system with more aptitude than the Islanders. The British legionaries and auxiliaries were rated equal or second only to the Illyrians as the finest troops in the Empire. There was a sense of pride in sharing in so noble and widespread a system. To be a citizen of Rome was to be a citizen of the world, raised upon a pedestal of unquestioned superiority above barbarians or slaves. Movement across the great Empire was as rapid as when Queen Victoria came to the throne, and no obstruction of frontiers, laws, currency, or nationalism hindered it.

If a native of Chester in Roman Britain could wake up today he would find laws which were the direct fulfillment of many of those he had known. He would find in every village temples and priests of the new creed which in his day was winning victories everywhere. Indeed the facilities for Christian worship would appear to him to be far in excess of the number of devotees. Not without pride would he notice that his children were compelled to learn Latin if they wished to enter the most famous universities. He might encounter some serious difficulties in the pronunciation. He would find in the public libraries many of the masterpieces of ancient literature, printed on uncommonly cheap paper and in great numbers. He would find a settled government, and a sense of belonging to a worldwide empire. He could drink and bathe in the waters of Bath, or if this were too far he would find vapor baths and toilet conveniences in every city. He would find all his own problems of currency, land tenure, public morals, and decorum presented in a somewhat different aspect, but still in lively dispute. He would have the same sense of belonging to a society which was threatened, and to an imperial rule which had passed its prime. He would have the same gathering fears of some sudden onslaught by barbarian forces armed with equal weapons to those of the local legions or auxiliaries. He would still fear the people across the North Sea, and still be taught that his frontiers were upon the Rhine. The most marked changes that would confront him would be the speed of communications and the volume of printed and broadcast matter. He might find both distressing. But against these he could set chloroform, antiseptics, and a more scientific knowledge of hygiene. He would have longer history books to read, containing worse tales than those of Tacitus and Dio. Facilities would be afforded to him for seeing "regions Caesar never knew," from which he would probably return in sorrow and wonder. He would find himself hampered in every aspect of foreign travel, except that of speed. If he wished to journey to Rome, Constantinople, or Jerusalem, otherwise than by sea, a dozen frontiers would scrutinize his entry. He would be called upon to develop a large number of tribal and racial enmities to which he had formerly been a stranger. But the more he studied the accounts of what had happened since the third century the more satisfied he would be not to have been awakened at an earlier time.

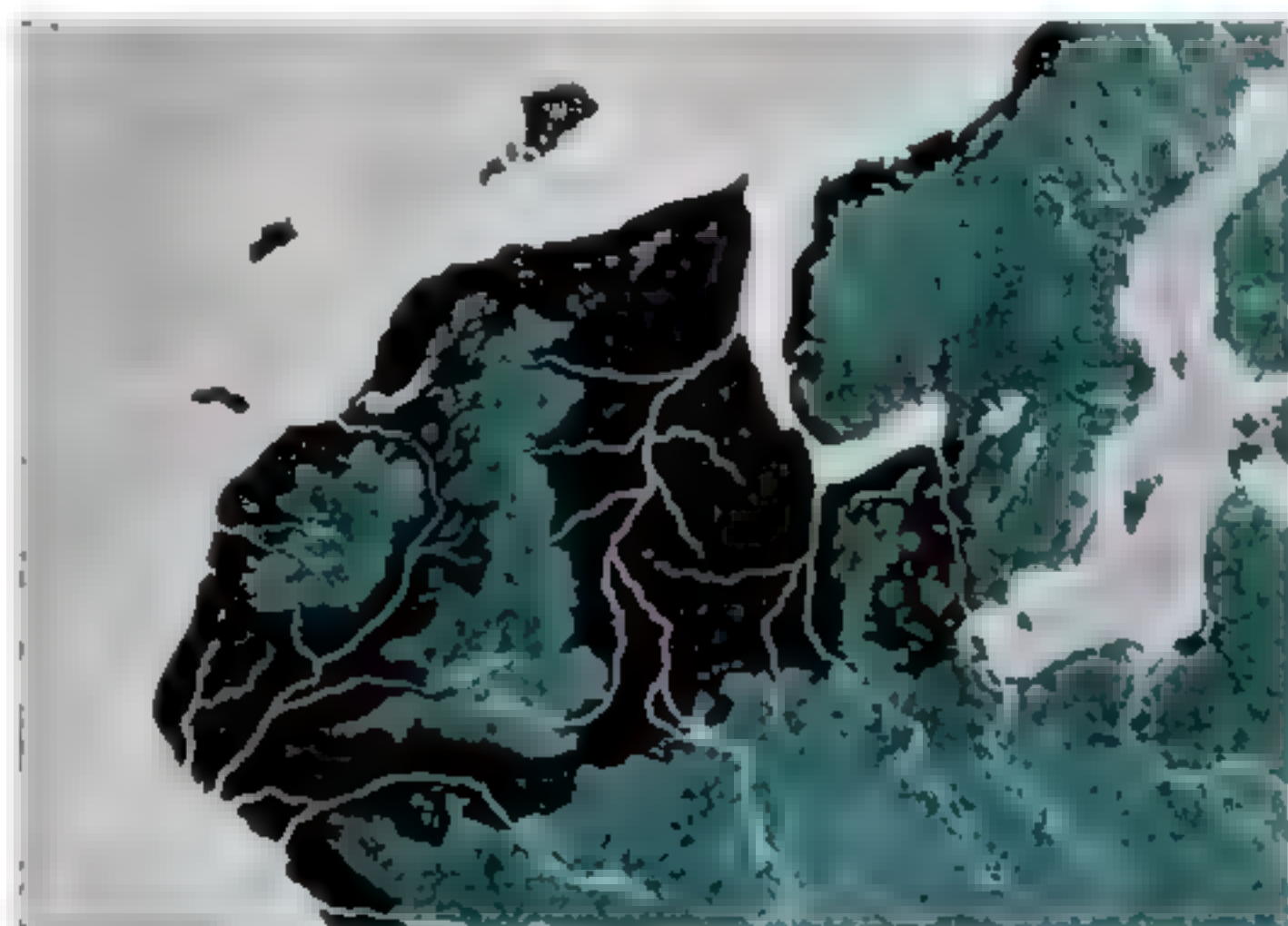
THE most momentous fact in Britain's early history is the decisive, negative fact that Rome failed to Latinize the island permanently as it succeeded in Latinizing Gaul. Roads, some city sites, a smattering of Christianity among the Welsh: nothing else would remain when Roman Britain succumbed to invaders.

THE Roman Empire was an old system. Its sinews and arteries had borne the strain of all that the ancient world had endured. The Roman world, like an aged man, wished to dwell in peace and tranquillity and to enjoy in philosophic detachment the good gifts which life has to bestow upon the more fortunate classes. But new ideas disturbed the internal conservatism, and outside the carefully guarded frontiers vast masses of hungry, savage men surged and schemed. The essence of the Roman peace was toleration of all religions and the acceptance of a universal system of government. Every generation after the middle of the second century saw an increasing weakening of the system and a gathering movement towards a uniform religion. Christianity asked again all the questions which the Roman world deemed answered forever, and some that it had never thought of. Although the varieties of status, with all their grievous consequences, were accepted during these centuries, even by those who suffered from them most, as part of the law of nature, the institution of slavery, by which a third of Roman society was bound, could not withstand indefinitely the new dynamic thoughts which Christianity brought with it. The alternations between fanatic profligacy and avenging puritanism

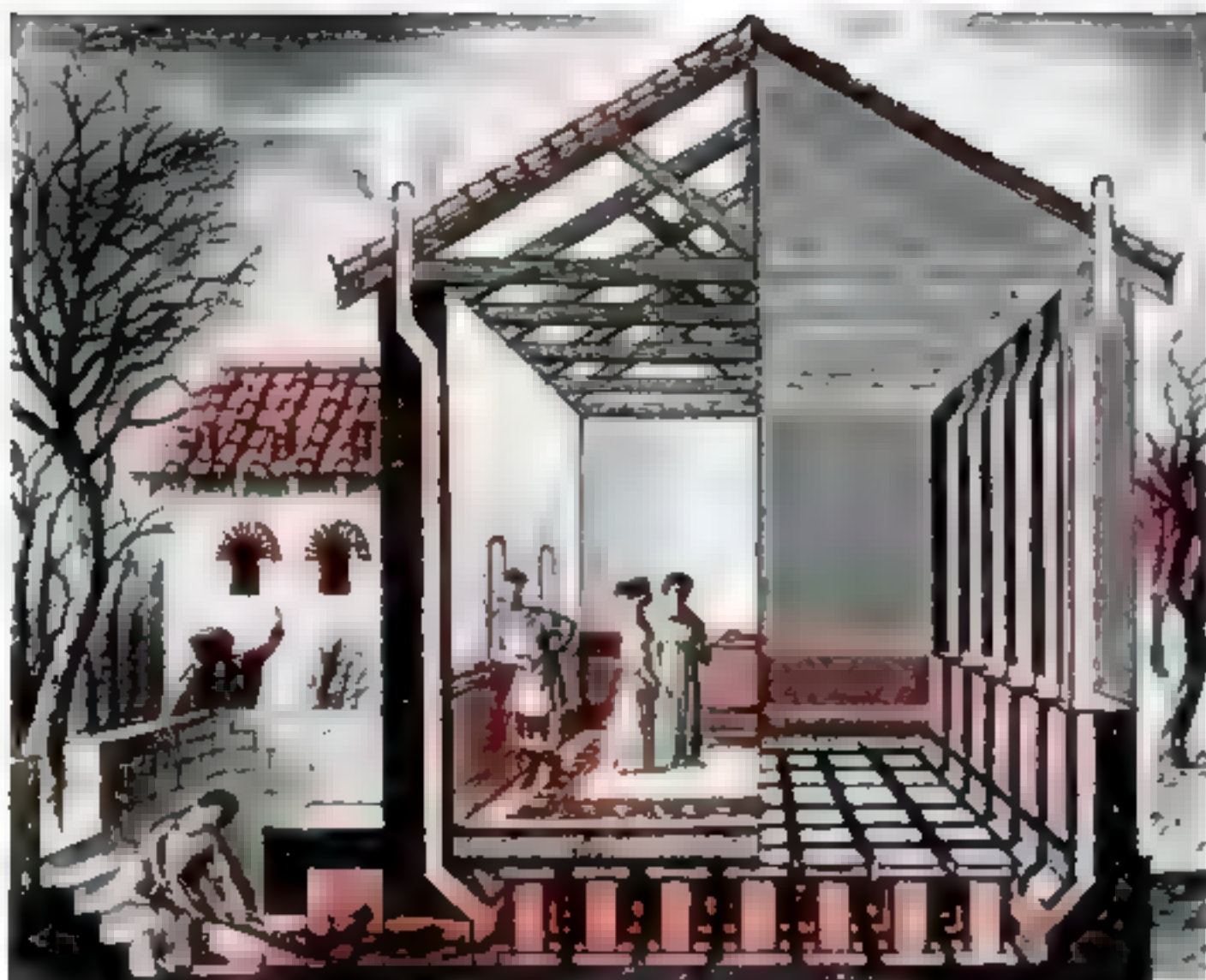
which marked the succession of the emperors, the contrast between the morals at the center of power and those practiced by wide communities in many subject lands, presented problems of ever-growing unrest. At the moment when mankind seemed to have solved a very large proportion of its secular difficulties and when a supreme Government offered unlimited freedom to spiritual experiment, inexorable forces drove on the forward march. No rest; no stay. "For here have we no continuing city, but we seek one to come." Strange standards of destiny were unfurled, destructive of peace and order, but thrilling the hearts of men. Before the Roman system lay troubles immeasurable—squalor, slaughter, chaos itself, and the long night which was to fall upon the world.

From outside the uncouth barbarians smote upon the barriers. Here on the mainland were savage, fighting animals, joined together in a comradeship of arms, with the best fighting men and their progeny as leaders. We see these forces swelling like a flood against all the threatened dikes of the Roman world, not only brimming at the lip of the dam, but percolating insidiously, now by a breach, now in a mere ooze, while all the time men become conscious of the frailty of the structure itself. Floods of new untamed life burst ceaselessly from Asia, driving westward in a succession of waves. Against these there was no easy superiority of weapons. Cold steel and discipline and the slight capital surplus necessary to move and organize armies constituted the sole defenses. If the superior virtue of the legion failed, all fell. Certainly from the middle of the second century all these disruptive forces were plainly manifest. However, in Roman Britain men thought for many generations that they had answered the riddle of the Sphinx. They misconceived the meaning of her smile.

Continuous efforts were made by the Roman-British community to repel the inroads, and for two or three generations there were counterstrokes by flotillas of galleys, and hurried marchings of cohorts and of British auxiliaries towards the various thrusts of raid or invasion. But although the process of wearing down was spread over many years, and misery deepened by inches, we must recognize in the year 367 circumstances of supreme and murderous horror. In that fatal year the Picts, the Scots, and the Saxons seemed to work in combination. All fell together upon Britannia. A wide-open breach was made in the defenses, and murderous hordes



PREHISTORIC BRITAIN 250 to 300 centuries ago was joined to the continent of Europe. A great marshy lowland (black area) filled a large part of what is now the North Sea, the Irish Sea and the English Channel, while the Rhine and the Thames flowed together into one vast river.



HYPOCAUST which heated houses was tended by a slave, who poked firebrands under the building between the piers which supported the floor. Flues at close intervals warmed the walls. Heat was retained and fire danger eliminated because buildings were of stone, concrete and tile.

ROMAN LIFE ON THE ISLAND

EASE AND GRACE FILLED 300 YEARS

Paintings for LIFE by ALAN SORRELL

UNDER Roman rule colonial Britain enjoyed a remarkably sophisticated and secure life from roughly 50 to 350 A.D. When barbarian invaders swept over the island at the end of the Fourth Century, Roman-British culture was almost obliterated. But enough fragments remained, and are constantly being discovered, to enable an artist to create an accurate picture of the age. Aerial photography in recent years has been of particular importance in revealing the outlines of fortifications and towns just beneath the surface.

There were perhaps a dozen large Roman towns with populations of about 3,000. London, at 15,000, was by far the largest. Each was laid out, like the exemplary town at right, in a checker-board pattern and surrounded by a wall. Within were broad streets, pleasant, well-heated private houses and public buildings of great size. The local theater could accommodate the entire populace, as could the town hall and the public baths, which were the center of social life. Temples were relatively small, like the circular temple at left center, but staffed by priests who kept rituals in constant progress so that citizens could attend at times of their own choosing.

Outside the towns, in luxurious villas which flourished by the hundred in the southern and eastern parts of the island, wealthy Roman-British landowners enjoyed an agrarian, slave-supported culture in many ways similar to that of the pre-Civil War American South. In nearly three centuries of peace and commerce they prized the arts, literature and conversation, were people of refinement and taste who adorned their houses and their bodies with rich products from all parts of the Roman Empire.

ROMAN TOWN (*right*) was dominated by government buildings including the basilica (tallest building, *left*) and facing roofed colonnades adjoining it, enclosing the forum. At upper right is the stadiumlike theater and at lower right two large town houses around an arcaded court.







FORMAL DINNER served by slaves was a leisureed affair at which guests reclined on couches, this position being thought more proper than standing or sitting. The rich decorations

of the room were made by craftsmen often from Rome and the better tableware and good wine were imported. In the midst of this luxury the diners usually ate with their fingers.



COUNTRY VILLA of a Roman Briton was a handsome unit of quadrangular arrangement with a court commonly 100 by 200 feet in size. The taller-roofed section at upper left was occupied by the master's family, with slave quarters at upper center. A one-story wing of baths composed the right side, and a wing of workshops the bottom. With its well, mill, barns and fields, the villa was almost completely self-sufficient.

MARKET PLACE (*opposite page*), inside the gate of a Roman town, was a clutter of open-fronted shops whose signs advertised domestic staples and foreign luxuries. Ox wagons and pack horses were common transport for the poor, while the rich rode in enclosed litters or on horseback in the Roman fashion, without stirrups. Tombs line the road outside the gate because no burials were permitted within the town.



CHURCHILL HISTORY

CONTINUED

poured in upon the fine world of country houses and homesteads. Everywhere they were blotted out. The ruins tell the tale. The splendid Mildenhall silver dinner service, now in the British Museum, is thought to have been buried at this time by its owners, when their villa was surprised by raiders. Evidently they did not live to dig it up again.

SAXON ENGLAND

THE bright 300 years of Roman Britain sink into the darkness of 200 years of barbarism. Whole cities disappeared forever from history. Even history itself becomes a near-blank page: there exists no authentic chronicle of the Saxon conquest, other than that written on the ruined land itself. Yet even in this darkness there gleams a spirit that will persist in the history of the people of this island.

THERE looms, large, uncertain, dim but glittering, the legend of King Arthur and the Knights of the Round Table. Somewhere in the Island a great captain gathered the forces of Roman Britain and fought the barbarian invaders to the death. Around him, around his name and his deeds, shine all that romance and poetry can bestow. Twelve battles, all located in scenes untraceable, with foes unknown, except that they were heathen, are punctiliously set forth in the Latin of Nennius. Other authorities say, "No Arthur: at least no proof of any Arthur." It was only when Geoffrey of Monmouth six hundred years later was praising the splendors of feudalism and martial aristocracy that chivalry, honor, the Christian faith, knights in steel and ladies bewitching are enshrined in a glorious circle lit by victory. Later these tales would be retold and embellished by the genius of Malory, Spenser and Tennyson. True or false, they have gained an immortal hold upon the thoughts of men. It is difficult to believe it was all an invention of a Welsh writer. If it was he must have been a marvelous inventor.

Modern research has not accepted the annihilation of Arthur. Timidly but resolutely the latest and best-informed writers unite to proclaim his reality. They cannot tell when in this dark period he lived, or where he held sway and fought his battles. They are ready to believe however that there was a great British warrior, who kept the light of civilization burning against all the storms that beat, and that behind his sword there sheltered a faithful following of which the memory did not fail. All four groups of the Celtic tribes which dwelt in the tilted uplands of Britain cheered themselves with the Arthurian legend, and each claimed their own region as the scene of his exploits. From Cornwall to Cumberland a search for Arthur's realm or sphere has been pursued.

The reserve of modern assertions is sometimes pushed to extremes, in which the fear of being contradicted leads the writer to strip himself of almost all sense and meaning. One specimen of this method will suffice:

"It is reasonably certain that a petty chieftain named Arthur did exist, probably in South Wales. It is possible that he may have held some military command uniting the tribal forces of the Celtic or

highland zone or part of it against raiders and invaders (not all of them necessarily Teutonic). It is also possible that he may have engaged in all or some of the battles attributed to him; on the other hand, this attribution may belong to a later date."

This is not much to show after so much toil and learning. None the less, to have established a basis of fact for the story of Arthur is a service which should be respected. In this account we prefer to believe that the story with which Geoffrey delighted the fiction-loving Europe of the twelfth century is not all fancy. If we could see exactly what happened we should find ourselves in the presence of a theme as well founded, as inspired, and as inalienable from the inheritance of mankind as the *Odyssey* or the Old Testament. It is all true, or it ought to be; and more and better besides. And wherever men are fighting against barbarism, tyranny, and massacre, for freedom, law, and honor, let them remember that the fame of their deeds, even though they themselves be exterminated, may perhaps be celebrated as long as the world rolls round. Let us then declare that King Arthur and his noble Knights, guarding the Sacred Flame of Christianity and the theme of a world order, sustained by valor, physical strength, and good horses and armor, slaughtered innumerable hosts of foul barbarians and set decent folk an example for all time.

Yet another figure emerges, far less legendary, considerably more meaningful to the future:

ST. PATRICK was a Roman Briton of good family dwelling probably in the Severn valley. His father was a Christian deacon, a Roman citizen, and a member of the municipal council. One day in the early Fifth Century there descended upon the district

a band of Irish raiders, burning and slaying. The young Patrick was carried off and sold into slavery in Ireland. Whether he dwelt in Connaught or in Ulster is disputed, and the evidence is contradictory. It may well be that both versions are true and that both provinces may claim the honor. For six years, wherever it was, he tended swine, and loneliness led him to seek comfort in religion. He was led by miraculous promptings to attempt escape. Although many miles separated him from the sea, he made his way to a port, found a ship, and persuaded the captain to take him on board. After many wanderings we find him in one of the small islands off Marseilles, then a center of the new monastic movement spreading westward from the Eastern Mediterranean. Later he consorted with Bishop Germanus of Auxerre. He conceived an earnest desire to return good for evil and spread the tidings he had learned among his former captors in Ireland. After

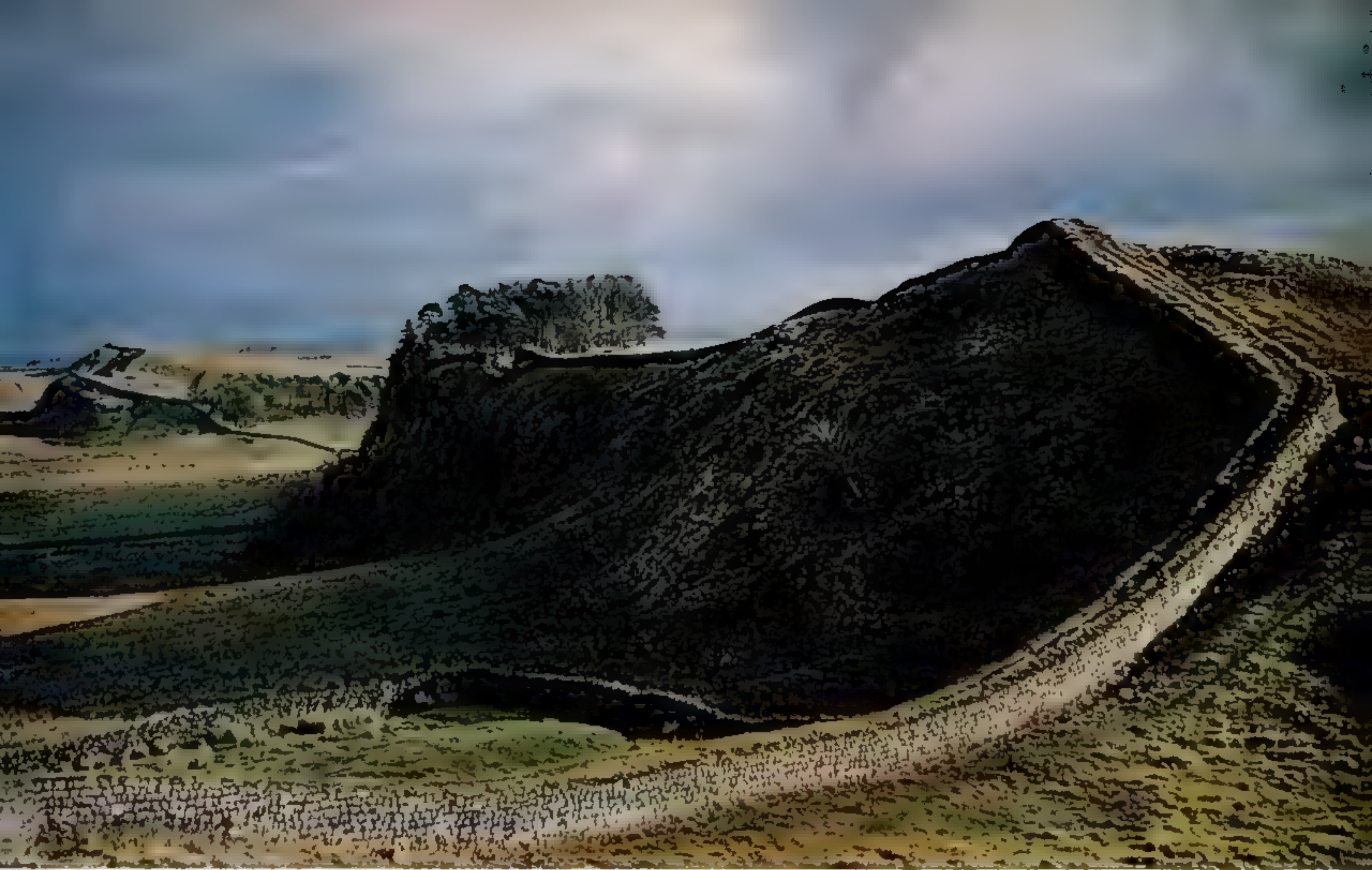
fourteen years of careful training by the Bishop and self-preparation for what must have seemed a forlorn adventure, Patrick sailed back in 432 to the wild regions which he had quitted. His success was speedy and undying. He organized the Christianity already in existence; he converted kingdoms which were still pagan and he brought Ireland into touch with the Church of Western Europe, and made it indissolubly part of universal Christendom. On a somewhat lower plane, although also held in perpetual memory, was the banishing of snakes and reptiles of all kinds from the Irish soil, for which from age to age his fame has been celebrated.

It was therefore in Ireland and not in Wales or England that the light of Christianity now burned and gleamed through the darkness. There was however a distinction in the form of Christianity which



ROMAN HELMET found in Lancashire has crown embossed with combat scenes and a visor in form of a face.

PORTFOLIO ON NEXT EIGHT PAGES,
TEXT CONTINUED ON PAGE 93



HADRIAN'S WALL (*above*). Rome's northern defense line, was begun in 122 A.D. Stretching 73 miles across the narrowest part of England, it was anchored by forts and towers—a foundation is in foreground. Wall shown here in Northumberland was partially restored in modern times.

ROMAN BATH (*below*) at modern resort. Bath, was excavated in 19th Century. Long, flat diving stone (*center*) and bases of columns surrounding 80-foot-long pool are original Roman work, and water from hot springs still flows from Roman pipes. Columns were added by restorers.





WINDSOR, gleaming under the darkening sky, has been a home of English kings since William the Conqueror, who fortified this site in 1070.

GREAT CASTLES OF BRITAIN

Monarch after monarch has made additions and changes. At extreme left is Henry III's tower. The Round Tower at left center, built by Henry II,

To those raised in the English heritage, few objects can be more evocative, can more arouse deep racial memories than the castles of Britain. The portfolio on these and the following pages shows 10 of the most beautiful, selected from the hundreds which stand all across the island, brooding like Harlech, battered like Tintagel, with the whisper of history in them like the sound of the sea in shells.

The conquering Normans brought the castles. For more than a

Photographed for LIFE



stands on a mound thrown up by William. Edward III built the smaller tower to the right, George IV the gate, Charles II the Long Walk. Below

the castle at the left are houses of the town of Windsor. The apartments of Elizabeth II are hidden behind the Victoria Tower at extreme right.

thousand years before 1066 there had been forts in England but few castles as they are now known. As the land was divided among powerful feudal barons, each built his own stronghold, at first of brightly painted timber and mounded earth. Stone replaced timber, and in time intricate refinements of military architecture appeared—the Norman tower keep as at Bamburgh, the barbican as at Alnwick. For centuries the history of Britain swirled about

its castles: siege and storm, baron against baron, barons against king, English kings against mystic Welshman and obdurate Scot. When after six centuries the castles at last lost their military significance most were allowed to decay. But in them one can still feel the presence of Henry IV and Hotspur, of Cromwell and the hapless Charles, of history enduring and continuing long after the green vine has replaced the red trickle on the stone.

by DMITRI KESSEL

CONTINUED



ROBERT BRUCE, a colossus in stone and in the memory of the Scots, stands on the esplanade outside lofty Stirling Castle, "key to the Highlands." At nearby Bannockburn in 1314,

Bruce crushed Edward II and drove the English out of Scotland. His countryman William Wallace, whose monument stands on Abbey Craig below, had done the same thing in 1297.



EDINBURGH, a prehistoric strongpoint on which Malcolm III erected a stone fort in the 11th Century, was long the home of Scottish kings. It was repeatedly taken and laid waste

by English rulers, including Edward I, whose siege engines "cast stones over the walls, sore beating and bruising the buildings," and Elizabeth I, who pounded it 30 days with cannon.



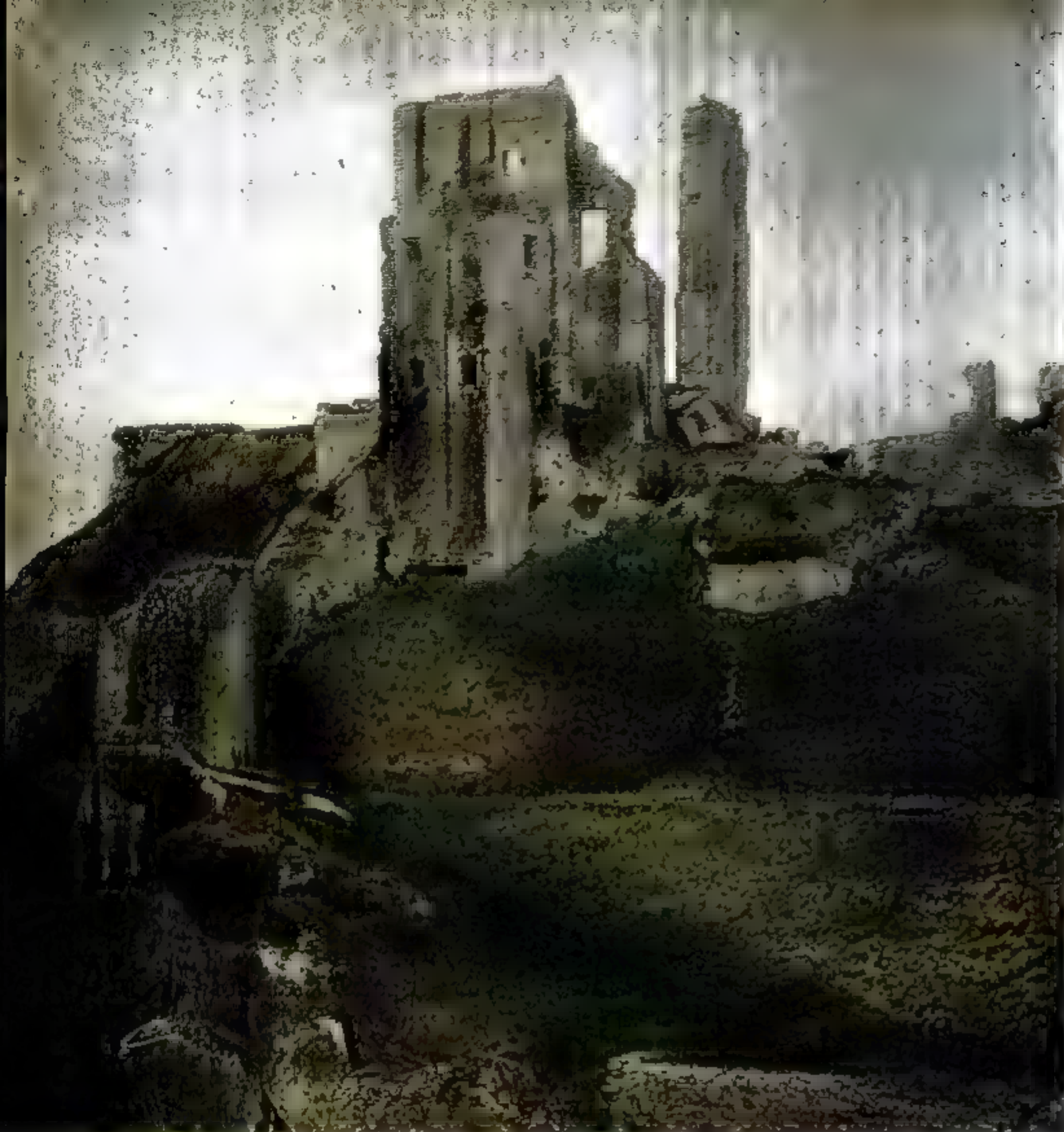
BAMBURGH, on a promontory beside the sea in Northumberland, contains a magnificent Norman tower keep—the largest structure in the quarter-mile-long mass of masonry



above. The keep, with walls 10 to 20 feet thick, was the classic feature of English medieval military architecture, a center of defense that could be held long after the outer walls were

breached. Built by Henry II in the 12th Century, Bamburgh's keep is the only original part of the castle remaining, most of the rest having been rebuilt in the 18th and 19th centuries.

Today the keep is used by its owner, Lord Armstrong, as a summer residence. Many of the smaller side buildings, modernized and converted into apartments, are rented out.



CORFE in Dorsetshire is one of the very few castles in England that predate the Norman Conquest. The hill on which it stands was fortified in the time of King Alfred. In 1645,

commanded by Lady Mary Bankes, the castle held out for King Charles I against Cromwell's troops in a long siege. It fell in 1646 and was thereupon demolished with explosives.

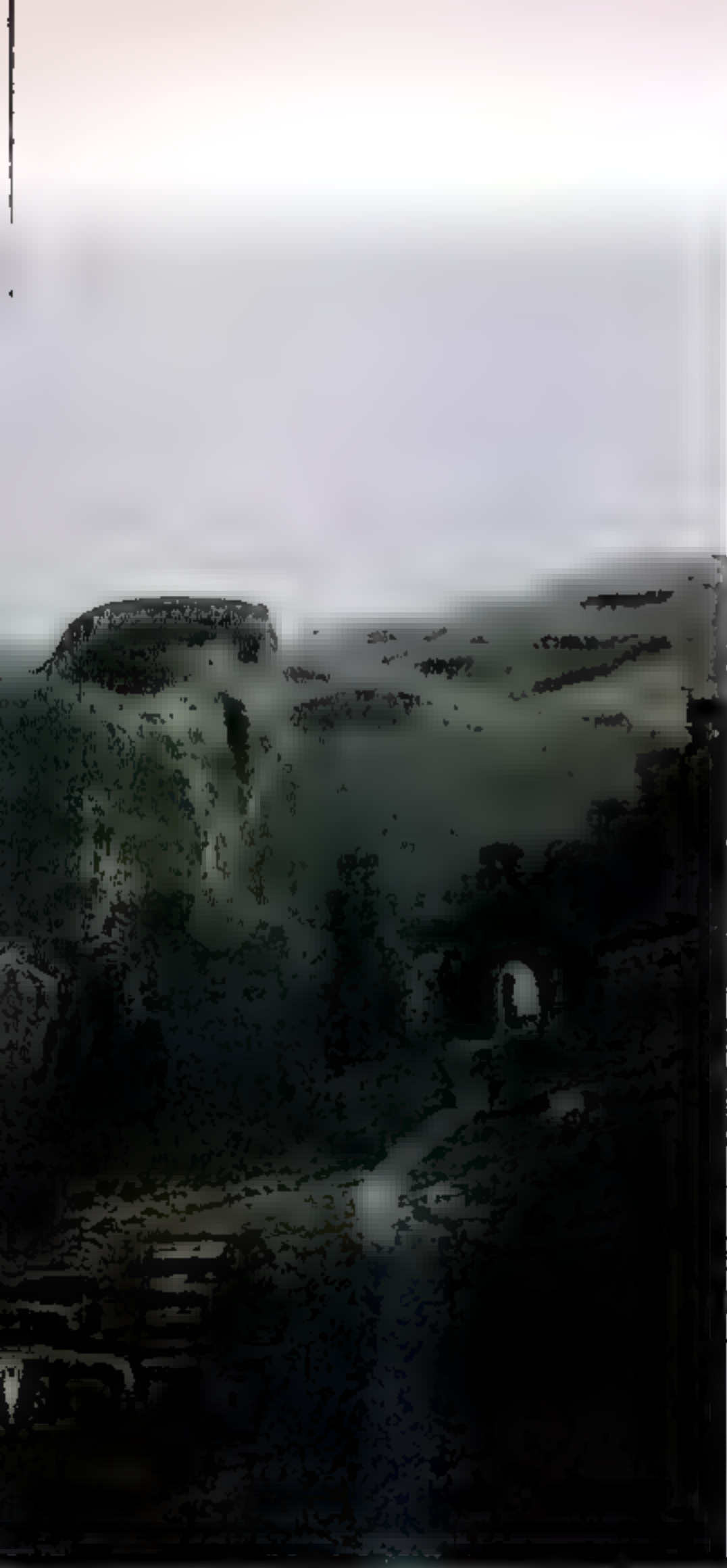


TINTAGEL was built in 1145 on an isthmus in Cornwall, on the site where, by legend, King Arthur was born. Nearby (*foreground*) are the remains of a Fifth Century monastery.



HARLECH, greatest of the chain of castles built by Edward I along the seacoast of defiant Wales, was finished in 1290. In 1404 the Welsh besieged and took it, under the fearsome Owen Glendower of Shakespeare's *Henry IV*. The castle was so strong that a garrison of only 21

men held it, and these surrendered only after being bribed. Later, the defense of Harlech during the Wars of the Roses inspired the Welsh song—"Men of Harlech! Young or hoary, would you win a name in story? Strike for home, for life, for glory! Freedom! God, and Right!"



Once the walls at right center and the taller ruins beyond, now connected by a plunging path, were joined. But the sea, gnawing at the land from both sides, has cut Tintagel in half.



LUDLOW, built in Shropshire about 1090 as a bastion against the Welsh, was made famous in a 14th Century poem which described the imprisonment of Hugh de Mortimer in the

round tower above. Here lived the sons of Edward IV before their murder, and here in 1634 was staged the first performance of a masque by the then little-known John Milton.



BODIAM on the river Rother near the English Channel, almost alone among English castles, was not the stronghold of a feudal baron but simply a fortified private residence. It was built in 1385 by Sir Edward Dalyngrigge, who had permission from Richard II to "strengthen and

crenellate" his home as a defense against French raiders who, it was feared, might come up the river. But none dared to face Bodiam's archers under the tactical conditions presented here. Access to the castle was had by causeways, one of which used to lead out from gate at left above.



ALNWICK in Northumberland, a bulwark against the Scots, stands on land given by William the Conqueror to Gilbert Tyson, his standard-bearer at Hastings. From 1309 to the present it has belonged to the great Percy family, a line of magnificent fighters whose shield appears above

the arch. (One was the Hotspur of Shakespeare's *Henry IV*.) This view shows the barbican, an outwork which protected the main gate. The stone figures on the battlements were often seen on 14th Century castles. Primarily decorations, they also confused the aim of archers below.

CHURCHILL HISTORY

CONTINUED

reached England through missions from Ireland and that which was more generally accepted throughout the Christianized countries of Europe. It was monastic in its form, and it traveled from the East through Northern Ireland to its new home without touching at any moment the Roman center. The Celtic churches therefore received a form of ecclesiastical government which was supported by the loosely knit communities of monks and preachers, and was not in these early decisive periods associated with the universal organization of the Papacy.

TO match—and to master—the Celtic churches, the Roman Church now returned to the land deserted by the Roman Empire, sending great missionaries to do its work. First came Augustine, then Paulinus, then Theodore of Tarsus. And in the year 664 came the decision which would so deeply affect English history till the days of Henry VIII and the Reformation. This decision was made at the memorable Synod of Whitby.

THERE the hinging issue was whether British Christianity should conform to the general life-plan of Christendom or whether it should be expressed by the monastic orders which had founded the Celtic Churches of the North. The issues hung in the balance, but in the end after much pious dissertation the decision was taken that the Church of Northumbria should be a definite part of the Church of Rome and of the Catholic system. Though the Irish clergy refused to submit, the importance of this event cannot be overrated. Instead of a religion controlled by the narrow views of abbots pursuing their strict rule of life in their various towns or remote resorts there was opened to every member of the English Church the broad vista of a world-state and universal communion. These events brought Northumbria to her zenith. In Britain for the first time there was achieved a unity of faith, morals, and Church government covering five sixths of the Island. The decisive step had been taken in the spiritual sphere. The Island was now entirely Christian, and by far the greater and more powerful part was directly associated with the Papacy.

The Christian Church became the sole sanctuary of learning and knowledge. It sheltered in its aisles and cloisters all the salvage of ancient days. It offered to men in their strife and error "the last solace of human woe, the last restraint of earthly power." Thus, while the light of pagan civilization was by no means wholly extinguished, a new effulgence held, dazzled, and dominated the barbaric hordes, not only in our Island but throughout Europe. They were tamed and uplifted by the Christian revelation. Everywhere, from the Euphrates to the Boyne, old gods were forsworn, and a priest of Christ could travel far and wide, finding in every town an understanding brotherhood and a universal if sometimes austere hospitality.

Amid the turbulence and ignorance of the age of Roman decay all the intellectual elements at first found refuge in the Church, and afterwards exercised mastery from it. Here was the school of politicians. The virtual monopoly of learning and the art of writing made the Churchmen indispensable to the proud and violent chieftains of the day. The clerics

became the civil servants, and often the statesmen, of every Court. They fell naturally, inevitably, into the place of the Roman magistrates whose garb they wore, and wear today. Triumphant barbarism yielded itself insensibly to a structure, reliance upon which was proved on numberless occasions to give success in the unending struggle for power. After the convulsions and disorders of the Dark Ages, when at last daylight fell again on the British Island, she awoke to a world also profoundly changed, but devoid neither of form nor majesty. There was even a gentler breeze in the air.

The fervor of the converted heathen brought in its train mischiefs which opened new calamities. The Church was bound by its spirit to inculcate mildness and mercy. It was led by zeal and by its interests to fortify in every way the structure of its own power. The humility and faith of the descendants of the invaders soon exposed them, in their human frailty, to an organized exploitation which during the sixth and seventh centuries led in many countries to an engrossment by the Church of treasure and lands out of all proportion to its capacity to control events. We see, then, Christendom pious but froward; spiritually united, but a prey to worldly feuds; in a state of grace, but by no means free from ambition.

Upon this revived, convalescent, loosely knit society there now fell two blasting external assaults. The first came from the East. In Arabia Mohammed unfurled the martial and sacred standards of Islam. In Scandinavia the Vikings fitted out their longboats for sea. This double assault by Arab infidels and Nordic pirates distracted the weakened life of Europe for ten generations. It was not until the eleventh century that the steel-clad feudalism of medieval Christendom, itself consisting largely of the converted descendants of the Vikings, assigned limits to the Arab conquests, and established at the side of the Christian Church ample and effective military power.

THE TIME OF THE VIKINGS

IN the great mingling of the races, the settlement of the Nordic peoples has been called "the governing event of British history." The "event" had begun with the Saxons—and finished 400 years later with the Saxons suffering an onslaught matching in ferocity that which they had inflicted upon Roman Britain. What were these Vikings like?

THEY were incredibly cruel. Though not cannibals, they were accustomed to cook their feasts of victory in cauldrons placed upon, or on spits stuck in, the bodies of their vanquished enemies. It was said of these Scandinavian hunters that they never wept for their sins, nor for the death of their friends. It is certain however that in many places where the raiding war-bands settled down they

soon developed luxurious habits. They took baths. They wore silken robes. Their ships carried tents and beds for use on shore. Their war-chiefs in every land into which they penetrated practiced polygamy, and in the East adopted quite readily the harem system. One conquering leader was credited with possessing no fewer than eight hundred concubines; but this was probably a Biblical illustration. When Limerick was captured from them in 968 the Irish were staggered by the beauty of the womenfolk already in the hands of the marauders, and by the mass of silks and embroideries with which they were decked. No doubt they recovered their poise before long.



KING ARTHUR does battle in 12th Century relief from Italy's Modena Cathedral. Sculptors probably heard legend from passing Crusaders.

CONTINUED



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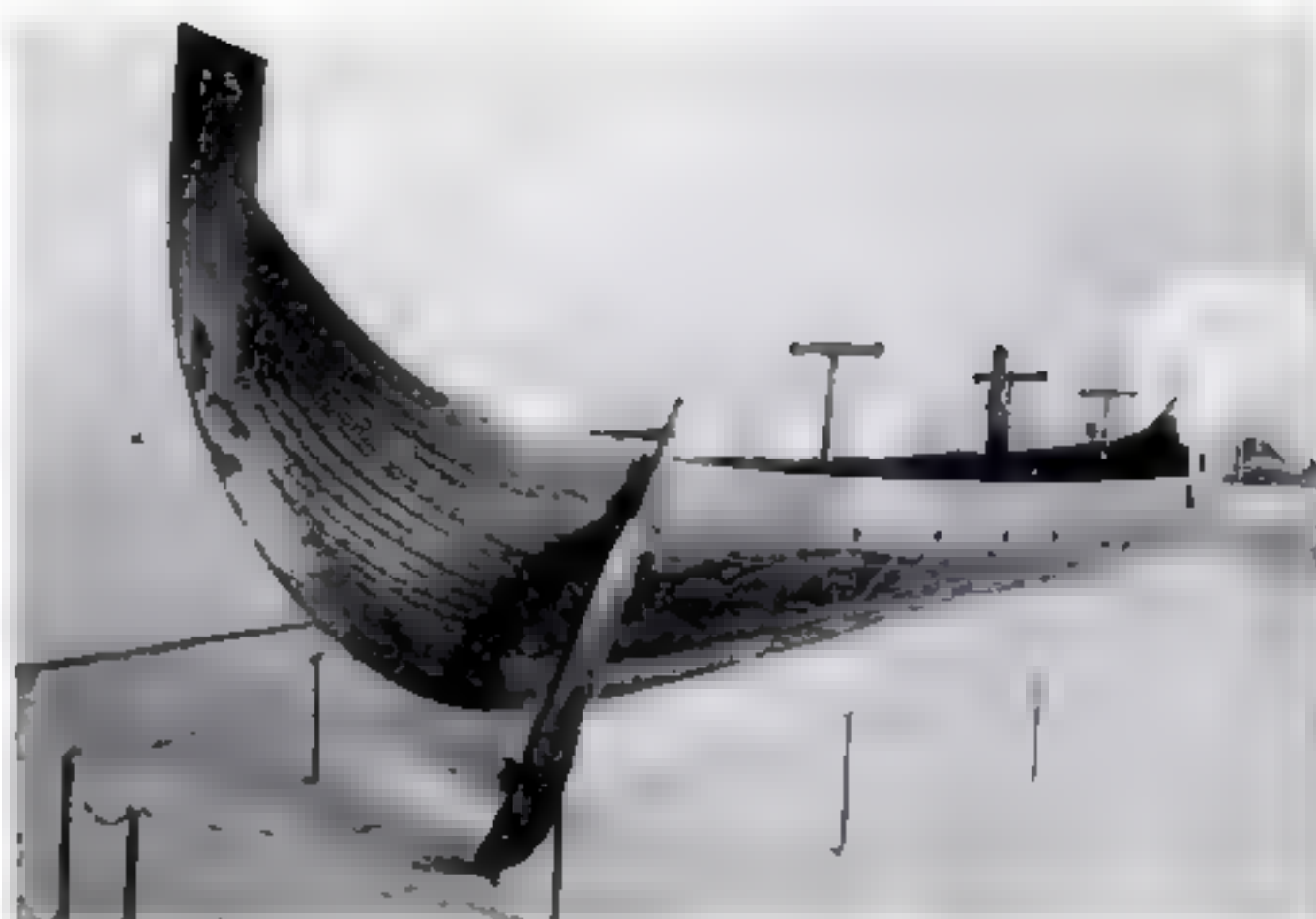


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VIKING SHIP, described by Churchill, was found at Gokstad, Norway in 1880. A row of shields once lined the ship's entire side.

ENGLISH-SPEAKING PEOPLES CONTINUED

The soul of the Vikings lay in the longship. They had evolved, and now, in the eighth and ninth centuries, carried to perfection, a vessel which by its shallow draught could sail far up rivers, or anchor in innumerable creeks and bays, and which by its beautiful lines and suppleness of construction could ride out the fiercest storms of the Atlantic Ocean.

We are singularly well informed about these ships. Half a dozen have been dug up almost intact. The most famous was unearthed at Gokstad, in Norway, in 1880, from a tumulus. It is almost complete, even to the cooking pots and draughtboards of the sailors. It was remeasured with precision in 1944 in spite of other distractions. This ship was of the medium size, 76 feet 6 inches from stern to stern, 17 feet 6 inches beam, and drawing only 2 feet 9 inches amidships. She was clinker-built of sixteen strakes a side of solid oak planks, fastened with treenails and iron bolts, and caulked with cord of plaited animal hair. Her planks fastened to the ribs with bast ties gave the framework great elasticity. She had a deck of loose unnailed boards, but no doubt her stores were contained in lockers which have perished. She had sixteen oars a side, varying in length between 17 and 19 feet; the longer oars were used at the prow and stern, where the gunwale was higher above the water line; they were all beautifully shaped, and passed through circular rowlocks cut in the main strake, which were neatly fitted with shutters that closed when the oars were shipped. Her rudder, stepped to the starboard quarter, was a large, short oar of cricket-bat shape, fitted with a movable tiller, and fastened to the ship by an ingenious contrivance which gave the blade full play. The mast, 40 feet high, had a long, heavy yard with a square sail. She could carry a smaller boat or dinghy, three of which were discovered with her. The Gokstad ship would carry a crew of fifty, and if necessary another thirty warriors or captives, in all weathers, for a month.

Such was the vessel which, in many different sizes, bore the Vikings to the plunder of the civilized world—to the assault of Constantinople, to the siege of Paris, to the foundation of Dublin, and the discovery of America. Its picture rises before us vivid and bright: the finely carved, dragon-shaped prow; the high, curving stern; the long row of shields, black and yellow alternately, ranged along the sides; the gleam of steel; the scent of murder.

When we reflect upon the brutal vices of these salt-water bandits, pirates as shameful as any whom the sea has borne, or recoil from their villainous destruction and cruel deeds, we must also remember the discipline, the fortitude, the comradeship and martial virtues which made them at this period beyond all challenge the most formidable and daring race in the world.

Their stratagems also have been highly praised. Among these "feigned flight" was foremost. Again and again we read that the English put the heathen army to rout, but at the end of the day the Danes held the field. On one occasion their leader, who was



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Approach the cage slowly, repeating his name quietly and calmly. Open the cage door just enough for your hand to enter. Reach in and repeat "perch" and your pet's name while you slowly move your forefinger toward him. Parakeets have a natural desire to perch, and your pet will probably step onto your finger without much hesitation. If he doesn't, simply nudge his chest very gently. If the bird acts alarmed, keep your hand still and try again after he settles down.

Continue this perching exercise until your parakeet steps readily to your finger on command. Soon he will not only perch on your finger, but will remain at ease while you move your hand within the cage.

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VIKING ORNAMENT, a post skillfully carved in the form of a dragonlike head, was found at Oseberg, Norway.

ENGLISH-SPEAKING PEOPLES CONTINUED

besieging a town, declared himself to be dying and begged the bishop of the place to give him Christian burial. The worthy Churchman rejoiced in the conversion and acceded to the request, but when the body of the deceased Viking was brought into the town for Christian burial it suddenly appeared that the attendants were armed warriors of proved quality, disguised in mourning, who without more ado set to work on sack and slaughter. There are many informing sidelights of this kind upon the manners and customs of the Vikings. They were, in fact, the most audacious and treacherous type of pirate and shark that had ever yet appeared, and, owing to the very defective organization of the Saxons and the conditions of the period, they achieved a fuller realization of their desires than any of those who have emulated their proficiency—and there have been many.

In Viking legend at this period none was more famous than Ragnar Lodbrok, or "Hairy-breeches." He was born in Norway, but was connected with the ruling family of Denmark. He was a raider from his youth. "West over seas" was his motto. His prow had ranged from the Orkneys to the White Sea. In 845 he led a Viking fleet up the Seine and attacked Paris. The onslaught was repulsed, and plague took an unforeseeable revenge upon the buccaneers. He turned his mobile arms against Northumbria. Here again fate was adverse. According to Scandinavian story, he was captured by King Ella of Northumbria, and cast into a snakepit to die. Amid the coiling mass of loathsome adders he sang to the end his death-song. Ragnar had four sons, and as he lay among the venomous reptiles he uttered a potent threat: "The little pigs would grunt now if they knew how it fares with the old boar."

The bards tell us how his sons received the news. Bjorn "Ironside" gripped his spear shaft so hard that the print of his fingers remained stamped upon it. Hvitserk was playing chess, but he clenched his fingers upon a pawn so tightly that the blood started from under his nails. Sigurd "Snake-eye" was trimming his nails with a knife, and kept on paring until he cut into the bone. But the fourth son was the one who counted. Ivar "The Boneless" demanded the precise details of his father's execution, and his face "became red, blue, and pale by turns, and his skin appeared puffed up by anger."

A form of vengeance was prescribed by which sons should requite the killer of their fathers. It was known as the "Blood-red Eagle." The flesh and ribs of the killer must be cut and sawed out in an aquiline pattern, and then the dutiful son with his

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ENGLISH-SPEAKING PEOPLES CONTINUED

own hands would tear out the palpitating lungs. This was the doom which in legend overtook King Ella. But the actual consequences to England were serious. Ivar "The Boneless" was a warrior of command and guile. He was the mastermind behind the Scandinavian invasion of England in the last quarter of the ninth century. He it was who planned the great campaigns by which East Anglia, Deira in Northumbria, and Mercia were conquered. Hitherto he had been fighting in Ireland, but he now appeared in 866 in East Anglia. In the spring of 867 his powerful army, organized on the basis of ships' companies, but now all mounted not for fighting but for locomotion, rode north along the old Roman road and was ferried across the Humber.

He laid siege to York. And now—too late—the Northumbrians, who had been divided in their loyalties between two rival kings, forgot their feuds and united in one final effort. They attacked the Danish army before York. At first they were successful; the heathens were driven back upon the city walls. The defenders sallied out, and in the confusion the Vikings defeated them all with grievous slaughter, killing both their kings and destroying completely their power of resistance. This was the end of Northumbria. The North of England never recovered its ascendancy.

The Saxons, now for four centuries entitled to be deemed the owners of the soil, very nearly succumbed completely to the Danish inroads. That they did not was due—as almost every critical turn of historic fortune has been due—to the sudden apparition in an era of confusion and decay of one of the great figures of history.

ALFRED THE GREAT

THE story of Alfred is made known to us in some detail in the pages of Asser, a monk of St. David's, who became Bishop of Sherborne. The Bishop dwells naturally upon the religious and moral qualities of his hero; but we must also remember that, in spite of ill health, he was renowned as a hunter, and that his father had taken him to Rome as a boy, so that he had a lively comprehension of the great world. Alfred began as second-in-command to his elder brother, the King. There were no jealousies between them, but a marked difference of temperament. Ethelred inclined to the religious view that faith and prayer were the prime agencies by which the heathen would be overcome. Alfred, though also devout, laid the emphasis upon policy and arms.

King Ethelred soon fell sick and died. Although he had young children, there was no doubt who his successor must be. At twenty-four Alfred became king, and entered upon a desperate inheritance. To and fro the fighting swayed, with varying fortunes. The Danes were strongly reinforced from overseas. Seven or eight battles were fought, and we are told the Danes usually held the field. At Wilton, in the summer, about a month after Alfred had assumed the crown, he sustained a definite defeat in the heart of his own country. His numbers had been worn down by death and desertion, and once again in the field the Vikings' ruse of a feigned retreat was successful.

In January 878 occurred the most surprising reversal of Alfred's fortunes. His headquarters and Court lay at Chippenham, in Wiltshire. It was Twelfth Night, and the Saxons, who in these days of torment refreshed and fortified themselves by celebrating the feasts of the Church, were off their guard, engaged in pious exercises, or perhaps even drunk. Down swept the ravaging foe. The whole army of Wessex, sole guarantee of England south of the Thames, was dashed into confusion. Many were killed. The most part stole away to their houses. A strong contingent fled overseas. Refugees arrived with futile appeals at the Court of France. Only a handful of officers and personal attendants hid themselves with Alfred in the marshes and forests of Somerset and the Isle of Athelney which rose from the quags. This was the darkest hour of Alfred's fortunes. It was some months before he could even start a guerrilla. He led "with thanes and vassals an unquiet life in great tribulation . . . For he had nothing wherewith to supply his wants except what in frequent sallies he could

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Libby's Home Economist

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Golden Peach Balls. Here's a peachy salad combination that goes together fast and tastes delicious! Chill and drain *Libby's* Peach Halves—those juicy beauties that are tree-ripened and full of flavor. Put halves together with cottage cheese, drained and chilled. Serve on lettuce and you have a salad that's so pretty and popular it's perfect for parties!



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Ever eat a flower? You can eat the gay Hibiscus blossom that decorates this refreshing salad! First chill and drain *Libby's* Pineapple Slices and place on lettuce. Top each slice with cream cheese softened with syrup drained from pineapple.

For flower, overlap five very thin slices of carrot to form petals. Spear triangular bit of carrot slice on cocktail pick and insert in center of flower as stamen. Important: be sure to use the freshest tasting pineapple—the kind that's quick-packed in Hawaii—*Libby's* Pineapple Slices. This brand-new salad will start everybody talking! Be the first to serve it!

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**THE BEER THAT MADE
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Secret of this inviting flavor is Chef's fine old Italian sauce recipe. Choice, sun-ripened tomatoes are simmered gently, slowly, then smoothly combined with juicy browned beef or tender mushrooms—and, to add that certain zip, seasoned with characteristic Italian spices. And all you do is heat and serve!

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Spaghetti with Mushroom Sauce

Please *everyone* with this quick Italian favorite. Just heat and pour Chef Sauce with Mushrooms over steaming spaghetti. So easy—nothing to add!

Wonderful what Chef Sauce does for noodles, rice, vegetables, too! Get the big 15½-oz. size for large casseroles, the handy 8-oz. can for family cooking. Chef Sauce costs only pennies a serving... makes Italian-style meals in minutes.



Eggs Boy-Ar-Dee

6 hard-cooked eggs, ½ cup water
1 8-oz. can Chef Boy-Ar-Dee Sauce with Meat
3 tbs. buttered bread crumbs

Halve eggs lengthwise. Place in greased shallow baking dish. Pour on rich Chef Sauce plus water (Remember—it's already seasoned perfectly.) Sprinkle top with bread crumbs. Bake 15 to 20 min. at 375°F till lightly browned. Serve on toast. Here's an Italian-style dish to delight 4 hungry people.



seize either stealthily or openly, both from the heathen and from the Christians who had submitted to their rule." He lived as Robin Hood did in Sherwood Forest long afterwards.

This is the moment when those gleaming toys of history were fashioned for the children of every age. We see the warrior-king disguised as a minstrel harping in the Danish camps. We see him acting as kitchen-boy to a Saxon housewife. Low were the fortunes of the once ruthless English. Pent in their mountains, the lineal descendants of the Ancient Britains, slatternly, forlorn, but unconquered, may well have grinned.

YET this Charlemagne of England, this scholar who had become a general commanding a ragged army of troops free to return to their homes whenever they chose, struck back, in but a few months, to mark his greatest triumph.

BATTLE must be sought before Alfred's men lost interest. The Danes still lay upon their plunder at Chippenham. Alfred advanced to Ethen-dun, now Edington, and on the bare downs was fought the largest and culminating battle of Alfred's wars. All was staked. All hung in the scales of fate. On both sides the warriors dismounted; the horses were sent to the rear. The shield-walls were formed, the masses clashed against each other, and for hours they fought with sword and ax. The heathen eventually fled from the cruel and clanging field. Guthrum, king of the Viking army, so lately master of the one unconquered English kingdom, found himself penned in his camp. Bishop Asser says, "the heathen, terrified by hunger, cold, and fear, and at the last full of despair, begged for peace." They offered to give without return as many hostages as Alfred should care to pick and to depart forthwith.

But Alfred had had longer ends in view. It is strange that he should have wished to convert these savage foes. Baptism as a penalty of defeat might lose its spiritual quality. The workings of the spirit are mysterious, but we must still wonder how the hearts of these hard-bitten swordsmen and pirates could be changed in a single day. Indeed these mass conversions had become almost a matter of form for defeated Viking armies. It is reported that one old veteran declared he had been through this washing twenty times, and complained that the alb with which he was supplied was by no means up to the average standard. But Alfred meant to make a lasting peace with Guthrum. He had him and his army in his power. He could have starved them into surrender and slaughtered them to a man. He wished instead to divide the land with them, and that the two races, in spite of fearful injuries given and received, should dwell together in amity. He received Guthrum with thirty prominent buccaneers in his camp. He stood godfather to Guthrum; he raised him from the font; he entertained him for twelve days; he presented him and his warriors with costly gifts; he called him his son.

This sublime power to rise above the whole force of circumstances, to remain unbiased by the extremes of victory or defeat,



ALFRED stands as statue in his old capital of Winchester.

CONTINUED

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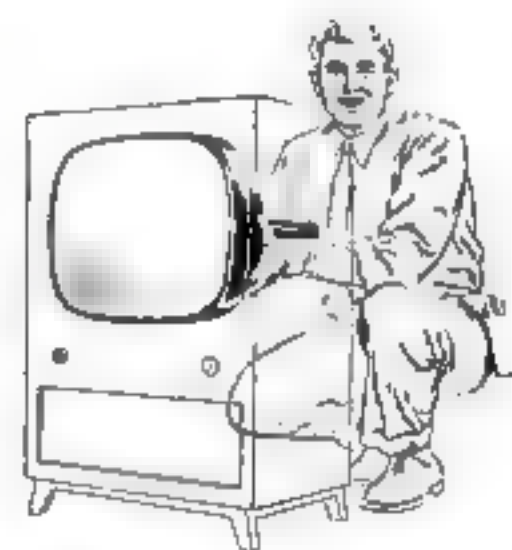
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ENGLISH-SPEAKING PEOPLES CONTINUED

to persevere in the teeth of disaster, to greet returning fortune with a cool eye, to have faith in men after repeated betrayals, raises Alfred far above the turmoil of barbaric wars to his pinnacle of deathless glory.

TWILIGHT OF THE SAXON DAY

WITH the mid-10th Century, the heritage of Alfred bore fruit in such a time of peace and progress as to recall nothing more recent than the splendor of Roman Britain 600 years earlier. Under Alfred's son and grandson, the tide of the Saxons rolled back across the "Dane-law" of the Vikings on the great eastern plain; and with them, for the first time, one could speak of "Kings of England." And the great-grandson was clearly so recognized.

IN the brilliant and peaceful reign of Edgar (959-975) all this long building had reached its culmination. The reconquest of England was accompanied step by step by a conscious administrative reconstruction which has governed the development of English institutions from that day to this. The shires were reorganized, each with its sheriff or reeve, a royal officer directly responsible to the Crown. The hundreds, subdivisions of the shire, were created, and the towns prepared for defense. An elaborate system of shire, hundred, and burgh courts maintained law and order and pursued criminals. Taxation was reassessed. Finally, with this military and political revival marched a great rebirth of monastic life and learning and the beginning of our native English literature. The movement was slow and English in origin, but advanced with great strides from the middle of the century as it came in contact with the religious revival on the Continent. The work of Dunstan, Archbishop of Canterbury, and his younger contemporaries, Oswald, Bishop of Worcester, and Ethelwold, Bishop of Winchester, was to revive the strict observance of religion within the monasteries, and thereby indirectly to reform the Episcopate as more and more monks were elected to bishoprics.

Another and happy, if incidental, result was to promote learning and the production of splendid illuminated manuscripts which were much in demand in contemporary Europe. Many of these designed for the religious instruction of the laity were written in English. The Homilies of Elfric, Abbot of Eynsham, mark, we are told, the first achievement of English as a literary language—the earliest vernacular to reach this eminence in the whole of Europe. From whatever point of view we regard it, the tenth century is a decisive step forward in the destinies of England. Despite the catastrophic decline of the monarchy which followed the death of Edgar this organization and English culture were so firmly rooted as to survive two foreign conquests in less than a century.

THE storm broke once again. Out of the North Sea mists, there came again the Vikings on the warpath. The Saxons, feebly led by Ethelred the Redeless, spent three decades losing ground to the great onrush and buying peace with fabulous sums of "Danegeld." The chaos knew no pause until the Saxon leaders themselves, assembled in their Witan (or royal council), turned to the Danes for a new king, and found the great Canute.

HERE again we see the power of a great man to bring order out of ceaseless broils and command harmony and unity to be his servants, and how the lack of such men has to be paid for by the inestimable suffering of the many.

Some early records of Canute throw a vivid light upon his character and moods. "When he entered monasteries, and was received with great honor, he proceeded humbly; keeping his

CONTINUED



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eyes fixed with a wonderful reverence on the ground, and shedding tears copiously—nay, I may say, in rivers—he devoutly sought the intervention of the Saints. But when it came to making his royal oblations, oh! how often did he fix his weeping eyes upon the earth! How often did he beat that noble breast! What sighs he gave! How often he prayed that he might not be unworthy of clemency from on high!”

But this from a saga two centuries later is in a different vein:

“When King Canute and Earl Ulf had played a while the King made a false move, at which the Earl took a knight from the King; but the King set the piece again upon the board, and told the Earl to make another move; but the Earl grew angry, threw over the chess-board, stood up, and went away. The King said, ‘Run away, Ulf the Fearful.’ The Earl turned round at the door and said, ‘... Thou didst not call me Ulf the Fearful at Helge River, when I hastened to thy help while the Swedes were beating thee like a dog.’ The Earl then went out, and went to bed. . . . The morning after, as the King was putting on his clothes, he said to his foot-boy, ‘Go thou to Earl Ulf and kill him.’



SEAL of Edward the confessor served as his signature.

“The lad went, was away a while, and then came back.

“The King said, ‘Hast thou killed the Earl?’

“‘I did not kill him, for he was gone to Saint Lucius’ church.’

“There was a man called Ivar White, a Norwegian by birth, who was the King’s court-man and chamberlain. The King said to him, ‘Go thou and kill the Earl.’

“Ivar went to the church, and in at the choir, and thrust his sword through the Earl, who died on the spot. Then Ivar went to the King, with the bloody sword in his hand.

“The King said, ‘Hast thou killed the Earl?’

“‘I have killed him,’ says he.

“‘Thou didst well.’

“After the Earl was killed the monks closed the church and locked the doors. When that was told the King he sent a message to the monks, ordering them to open the church and sing High Mass. They did as the King ordered; and when the King came to the church he bestowed on it great property, so that it had a large domain, by which that place was raised very high; and those lands have since always belonged to it.”

LEADER of armies, founder of churches, conciliator of the races, Canute, thinking in the high-tradition of an Alfred and a Charlemagne, dreamed a great dream. It was a dream of a great Nordic Empire, binding England and Scandinavia into a colossus of the north. Had he succeeded, the history of all English-speaking peoples would forever have been changed. But in this 11th Century it would have proved as hard to unite an Empire spanning the North Sea as, in the 18th Century, it would prove difficult to unite one spanning the Atlantic Ocean. Dying at an early 40 years of age, Canute left, as his most impressive monument, this majestic might-have-been.

Within a generation, the world-that-was-to-be would be seen coming not from the north but from the south, not in Viking galleys but in Norman ships.

This last generation saw England piously, feebly led by Edward the Confessor, himself effectively ruled by his advisers, the Godwin family of Wessex, of whom history would ever remember the one named Harold. And across the channel William of Normandy, a cousin of King Edward’s who claimed to have Edward’s promise of the throne, had his own eye on the English crown.

So an age ended:

CONTINUED

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Easy-to-use Coconut Coloring Kit

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Add Rainbow glamour to your desserts with gaily colored Durkee’s Coconut. Give everyday cakes, pies and other desserts that Special Occasion look. Your family and friends will love tender-sweet Durkee’s Stayfresh flavor, too.

So easy to use, each Durkee’s Coconut Coloring Kit contains four pure food colors—red, yellow, green and orange in convenient tablet form. Simply mix a color tablet with water and add to regular white Durkee’s Stayfresh Coconut.



**Stayfresh
Tree-Ripened
Flavor!**

Durkee’s patented Stayfresh method of processing tree-ripened coconut keeps it fresh and moist, seals all the luscious flavor right inside. Buy Durkee’s Stayfresh Coconut at your grocer’s today...and be sure to look for the handy coloring kit inside the package.



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These features are typical of the extra quality and fine tailoring you'll find in TruVal Paragon shirts. Features you won't even find in most higher-priced shirts! And all TruVal whites are Sanforized for non-shrink fit, cellophane-wrapped to stay bright and white. Try TruVal—at \$2.95, it's a really fine shirt.

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EDWARD'S TOMB in Westminster was built in 13th Century and decorated with jewels. Both jewels and bones have since disappeared.

ENGLISH-SPEAKING PEOPLES CONTINUED

THE figure of Edward the Confessor comes down to us faint, misty, frail. The medieval legend, carefully fostered by the Church, whose devoted servant he was, surpassed the man. The lights of Saxon England were going out, and in the gathering darkness a gentle, graybeard prophet foretold the end. When on his deathbed Edward spoke of a time of evil that was coming upon the land his inspired mutterings struck terror into the hearers. Only Archbishop Stigand who had been Godwin's stalwart remained unmoved, and whispered in Harold's ear that age and sickness had robbed the monarch of his wits. Thus on January 5, 1066, ended the line of the Saxon kings.

The national sentiment of the English, soon to be conquered, combined in the bitter period that lay before them with the gratitude of the Church to circle the royal memory with a halo. As the years rolled by his spirit became the object of popular worship. His shrine at Westminster was a center of pilgrimage. Canonized in 1161, he lived for centuries in the memories of the Saxon folk. The Normans also had an interest in his fame. For them he was the King by whose wisdom the crown had been left, or so they claimed, to their Duke.

IN NEXT WEEK'S ISSUE: SIR WINSTON DESCRIBES THE NORMAN CONQUEST

The second instalment of "A History of the English-Speaking Peoples" recounts:

- The fatal struggle between William and Harold
- "A crime vast and inexplicable," the murder of the Archbishop of Canterbury
- The "magnificent parade" of the life of Richard the Lionheart



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2. LINCOLN PREMIERE

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TODAY'S CARS ARE

Not so many years ago, most of the cars Americans drove were family sedans—tudors and fordors. But just look at the wonderful variety of cars they drive today: the new hardtops, station wagons, convertibles—even convertible hardtops.

And more and more of today's people are choosing these body styles from the Ford Family of Fine Cars. For this whole line is one long parade of car usefulness and style: a shining array of Fords, Thunderbirds, Mercurys, Lincolns and Continentals—cars built to suit your every need.

Out of Ford's endless drive into the future has come the *widest range* of cars on the American Road today—all the way from the universal Ford to the incomparable Continental.

They are as varied as people. There's a whole new race of hardtops, twelve in all (including two new 4-door hardtops). There are four handsome convertibles, including the Ford Sunliner, most popular on the American Road. There are nine station wagons (Ford sells more than any other manufacturer). And—there are the Thunderbird and the Continental.



4. MERCURY MONTCLAIR

5. CONTINENTAL MARK II

AS VARIED AS PEOPLE

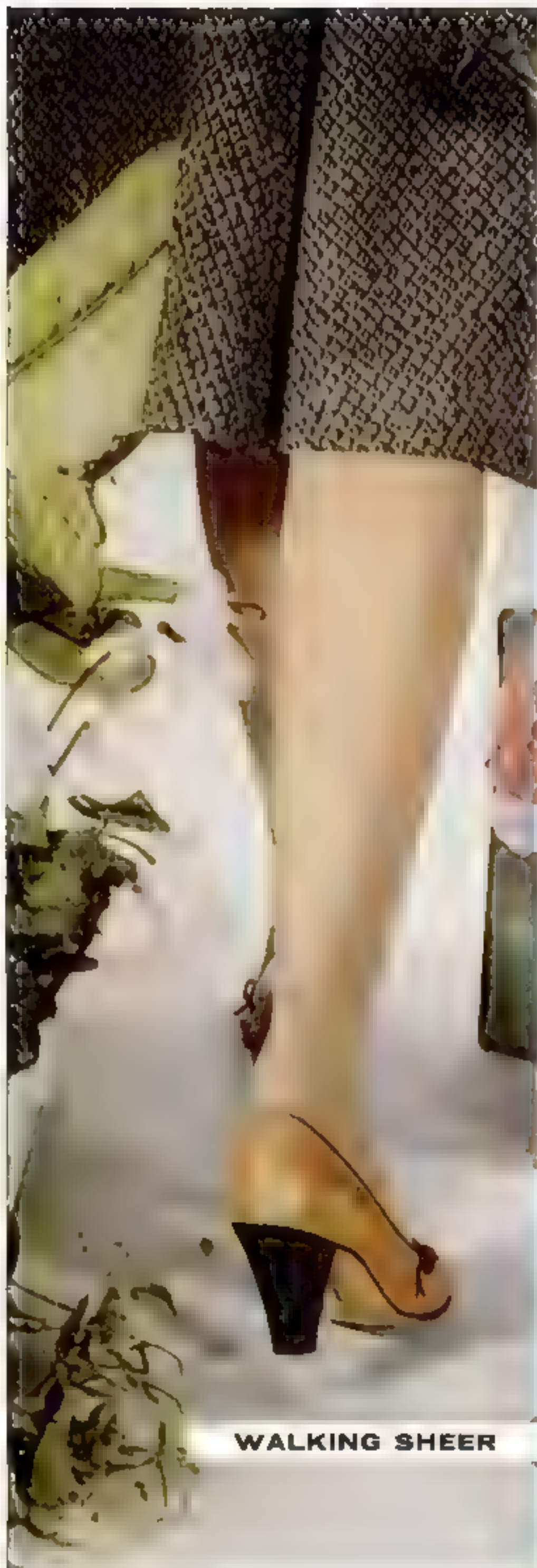
Throughout the line runs the new concept of styling and engineering cars to match the people who drive them. You see the results on any road. Alert youngsters in a Ford (more powerful than the costliest cars of a few years ago). Young newlyweds in a Mercury. A capable young executive in his Lincoln. A man who loves the *sport* of motoring—in his Thunderbird. And a

man who loves the classic in car style, in the Continental

The people are changing—and the progressive trend at Ford moves faster. You see it every day in the swiftly growing numbers of the Ford Family of Fine Cars on the road. See the final proof at your dealer's now. Everything that you could want in a car awaits you there.

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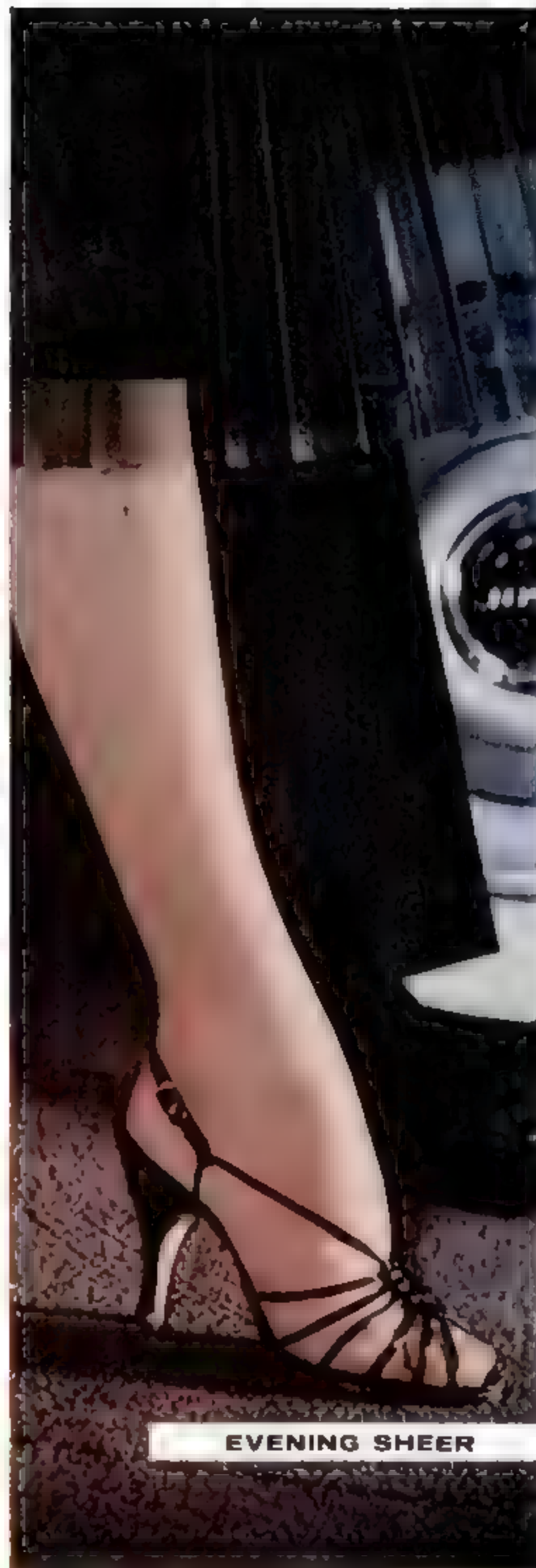
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SPORTS



STELLA WALSH, PHOTOGRAPHED FROM OVERHEAD, SAILS EASILY OVER A HURDLE, REVEALING PROPER FORM WITH LEFT LEG NEATLY TUCKED BEHIND HER

Lessons from Old Olympian

U.S. GIRLS HAVE A LOT TO LEARN

Stella Walsh, an Olympic star in the 1930s, is still, at 44, taking the hurdles (above), hurling the javelin and otherwise impersonating a one-woman track team. Concerned about the anemic Olympic showing of U.S. girl athletes, who scored only 11 track and field points in 1952 against Russia's 70, Stella has set up a training school at Van Nuys, Calif. Each week she gives 50 teen-age girls rigorous lessons in a variety of events, preparing them for the Olympic trials. Despite their youth and enthusiasm, few have the finesse or speed to keep up with their teacher, who still runs the 80-meter hurdles under 12 seconds, broad jumps 19 feet and hopes to be an Olympic starter herself for the U.S. next November.

PUPILS COPY STELLA AS SHE DEMONSTRATES STARTING HAND POSITIONS →



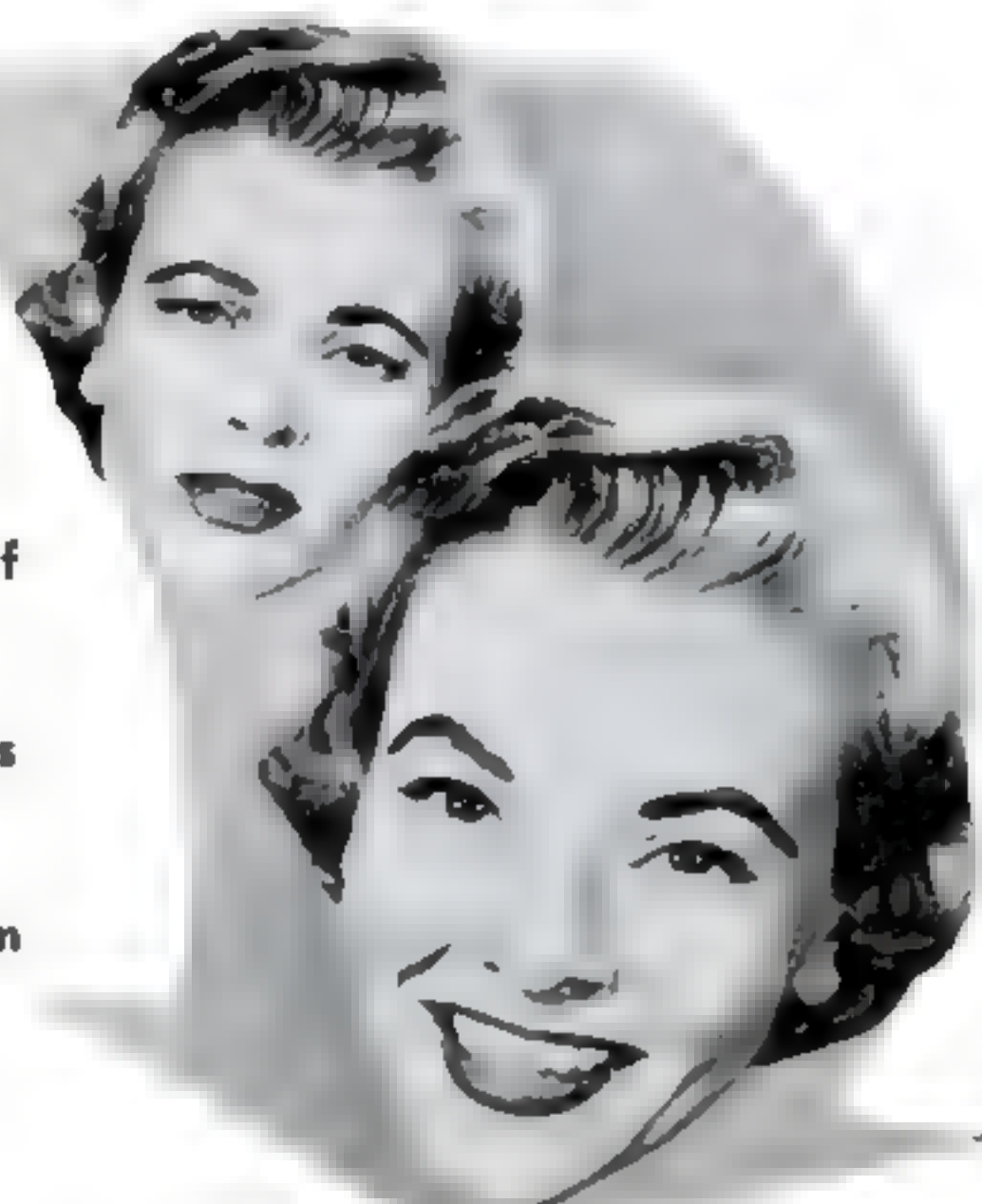
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any single drug.



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You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven active ingredients. The highest medical authorities declare that the Anacin way (a formula combining small quantities of a number of effective pain relievers) gives faster, more effective and safer relief than a large dose of any one single drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry.

So whenever stronger yet safer medication is needed—take Anacin. Remember no single drug can give you the same strong, safe relief as the combination of powerful pain relievers in Anacin Tablets.

If pain persists—see your doctor.

You can depend on



LESSONS FROM OLYMPIAN CONTINUED



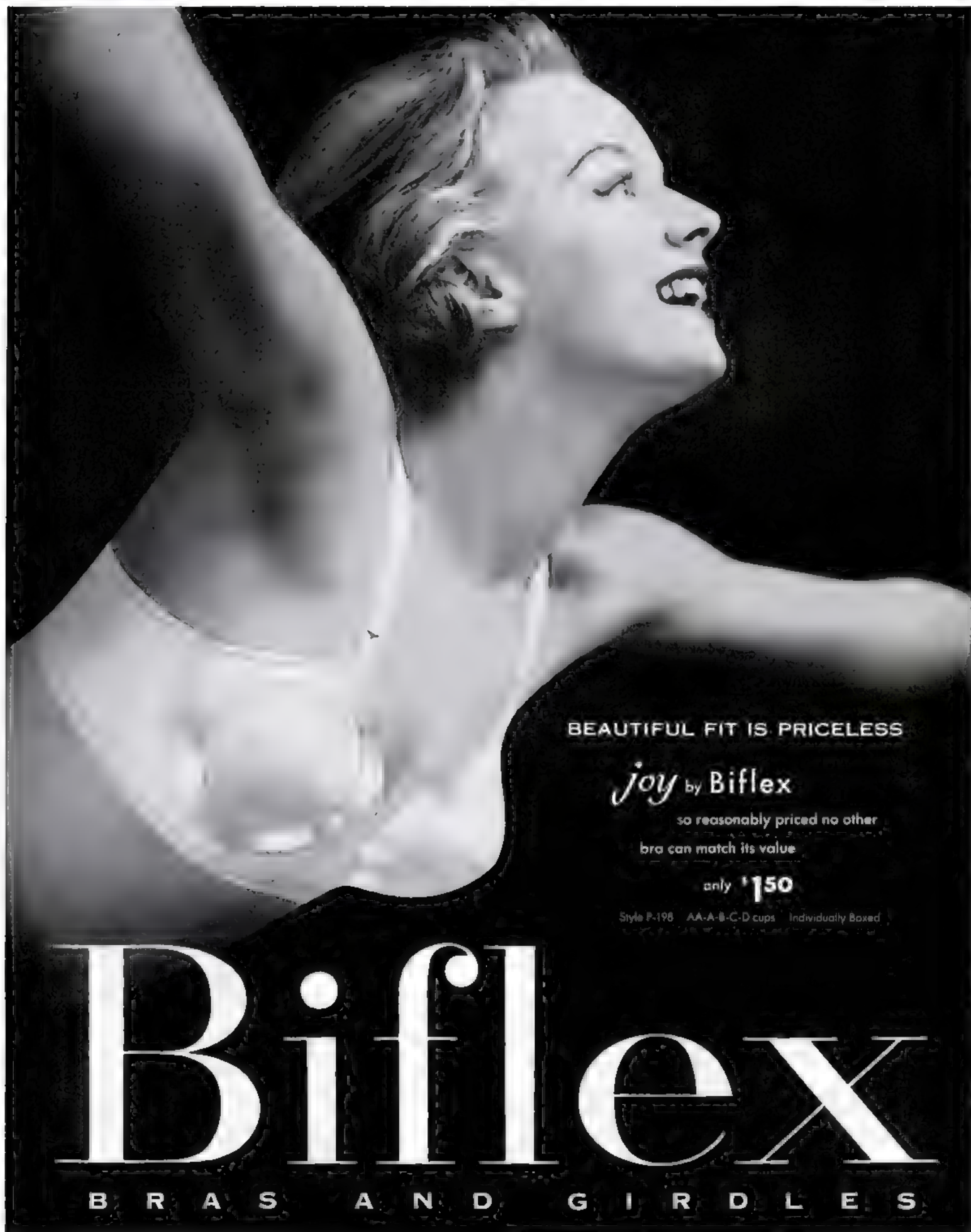
JAVELIN GRIP is tested by Leigh Mulson as Stella watches. Leigh, 17, has thrown the javelin over 120 feet. The U.S. women's record is 153 feet.



HURDLE STEP by 15-year-old Charlotte Davis is example of smart style Stella teaches. But Charlotte's speed does not yet match her graceful form.



HIGH JUMP takes lanky Jean Gaertner, 17, hands first into sawdust pit. A rank novice in track, she has already jumped 5 feet 1 1/2 inches, good for a girl.



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B R A S A N D G I R D L E S

Mrs. Kennedy's Five Pounds of Sugar

—and why she can't always have it shipped by
the most efficient form of transportation

Ding-ding-ding! The cash register at the checkout counter is busy ringing up Mrs. Kennedy's groceries. A sack of flour — three cans of peaches — five pounds of sugar —

There's more than food included in every price the cash register rings up. There are distributing costs—including freight transportation. Everything Mrs. Kennedy buys — whether it's sugar or a new suite of furniture — must be shipped to her home town by freight. So it's Mrs. Kennedy who pays the freight bill when the cash register rings.

It is to keep Mrs. Kennedy's freight bill — and yours—as low as possible that a Cabinet Committee appointed by the President recommended that our national transportation policy be revised. If the whole business seems remote to you, maybe it will become more meaningful if we tell you the story of Mrs. Kennedy's five pounds of sugar.

★ ★ ★ ★ ★

Let's say that Mrs. Kennedy lives in St. Louis. A good deal of the sugar sold in St. Louis comes from New Orleans, where it is refined. Between New Orleans and St. Louis, there are three ways of shipping that sugar — by truck, by barge on the Mississippi River, and by railroad.

Let us assume further that the railroads between New Orleans and St. Louis find that, due to increased operating efficiencies they can reduce their freight rates on sugar and still make a profit. Obviously, the reduced rate on sugar should benefit everyone involved — the sugar producers, the grocery stores, and finally, the hundreds of thousands of consumers in the St. Louis area like Mrs. Kennedy.

But the proposed rate reduction is never put through. In this imaginary but representative case, the application for the reduced rate may be held up for months and then finally denied by the Interstate Commerce Commission. The railroads are forced to charge a higher rate than would otherwise be necessary. The reason, taken from many ICC decisions, is that the reduced railroad rate would

"adversely affect" the competing forms of transportation.

In short, in cases of this kind, government regulation shields the other forms of transportation from railroad competition — at the expense of Mrs. Kennedy.

It is precisely this kind of situation which is at the heart of the Cabinet Committee's recommendations for revision of our national transportation policy.

The Cabinet Committee was appointed by the President of the United States to make a "comprehensive review of over-all Federal transportation policies . . . and submit recommendations." The Committee consisted of five members of the President's Cabinet and two other high government officials — men of such outstanding national stature that any suggestion that they would consider only one side of a case is absurd.

The report of the Cabinet Committee was unanimously approved by its members after intensive study, during which the views of all forms of transportation were given full consideration. Among its key findings and recommendations are:

- That government regulation of rates, as presently applied, frequently denies the public the benefits of the most efficient form of transportation — with consequent heavy financial loss to the entire nation.
- That, in the public interest, no freight rate should be kept higher than would otherwise be necessary, merely to shield some other form of transportation from the effects of fair competition.

The Cabinet Committee recommendations would apply with equal force to every form of transportation, and would give no preferential treatment either to railroads or their competitors.

The Cabinet Committee recommendations, if enacted, would by no means end rate regulation. The Interstate Commerce Commission would still have power to deny proposed rates which would be

above a reasonable maximum or below a reasonable minimum, or below cost, or unjustly discriminatory. Shippers and the public would continue to be fully protected by the ICC against abuses of any kind — including any possibility of a return to transportation "rate wars."

Each and every kind of freight would continue to "pay its way" on the railroads, which would not be permitted to carry some freight at a loss that





would have to be made up on other traffic. Such a practice would be contrary to the laws of economics, of common sense, and of the United States government.

There would be the widest opportunity for all forms of transportation to grow and prosper. Each form of transportation has its own natural market — because each has certain definite advantages over the others. Cabinet Committee recommendations

would allow *transportation management* the right to offer the most efficient service possible — and *shippers and the public* the right to choose. Thus, the principal factor in determining the “fair share” of traffic for each type of carrier would be competition, rather than regulation.

The growing public support for the principles embodied in the Committee’s report results from the recognition that they concern not transportation

alone, but the vital interests of every one of us. In short, Mrs. Kennedy’s five pounds of sugar are *your* five pounds of sugar — and they represent everything else you buy as well.

★ ★ ★ ★ ★

For additional information on the Cabinet Committee report and how it affects the American consumer, write for the booklet, “Why Not Let Competition Work?”

Association of American Railroads 940 TRANSPORTATION BUILDING, WASHINGTON 6, D. C.



AIMING FROM PLANE, a farmer, Peter Wiebe, pokes shotgun from window. Jake Gerbrant is pilot.

CANADA'S FLYING FOX HUNTERS

Plagued farmers take to the air against their ancient enemies

A running fox flashing over a winter field is a sight unpleasant to farmers. Morning and evening these animals pick off barnyard fowl and are a constant plague to the farmers. For sport, men in pink coats have chased foxes on horseback. But over Manitoba's white winter emptiness other men, bundled up against 30° below zero temperatures, are hunting both foxes and wolves by airplane.

It is exciting and demanding. When a quarry

is sighted the plane goes into a tight circle to get behind it. At top speed the fox or wolf is hitting 35 mph while the plane must fly at 70 mph.

As plane overtakes the animal at near-zero altitude, the pilot has been sharply alert for ridges that can bring sudden disaster. The gunner, working from an open window, using No. 4 shot for fox, BB for timber wolves, has time for only one shot. But his quarry seldom escapes.



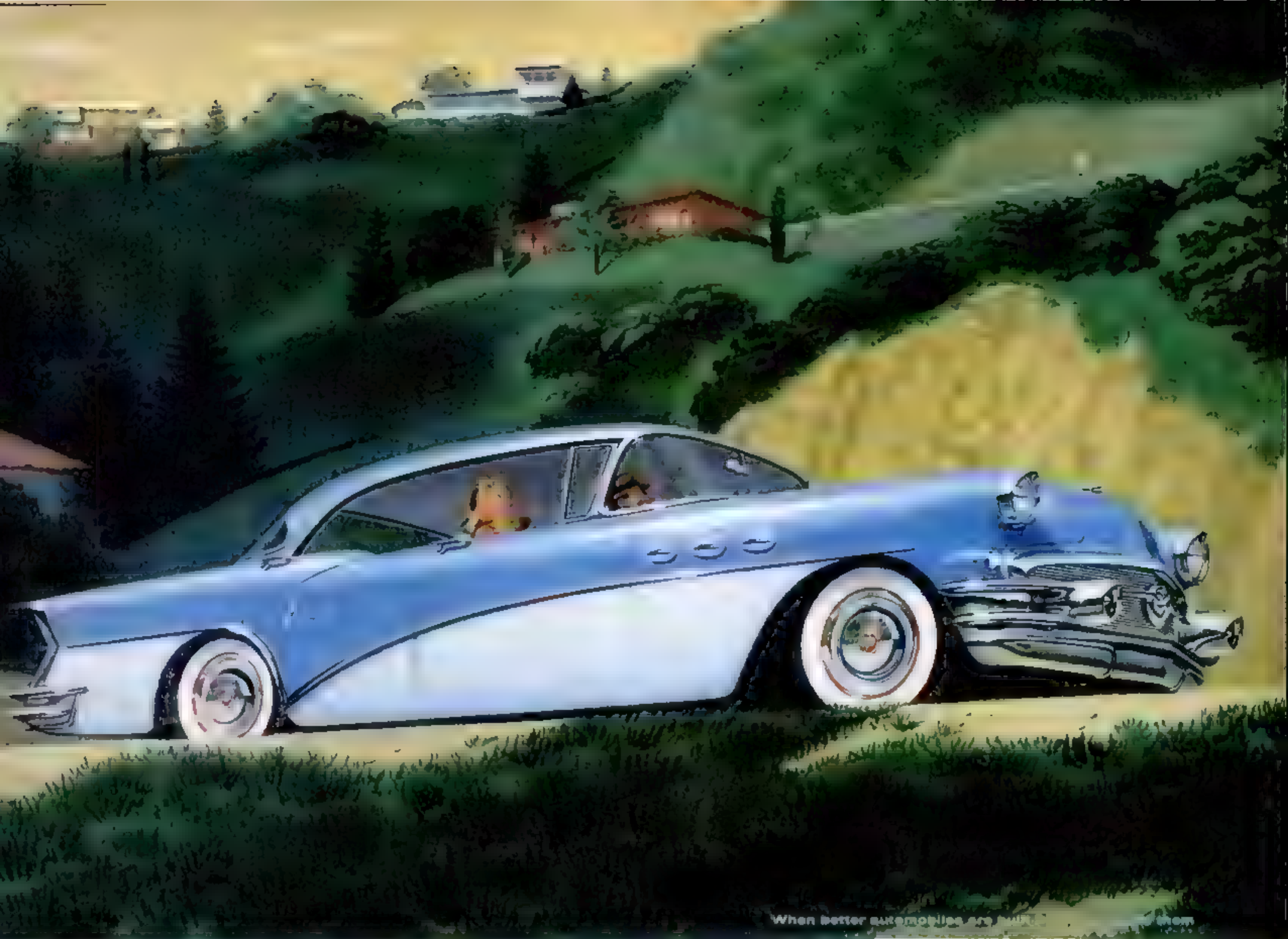
AS AIRPLANE THUNDERS DOWN, A FOX RUNS FOR ITS LIFE OVER FROZEN LAKE. MOST FOXES RUN BUT A FEW TRY TO ESCAPE BY BURROWING INTO THE SNOW



WOUNDED ANIMAL lies quietly as hunter John Kehler approaches. Mostly foxes die with first shot.

TROPHIES OF HUNT are displayed by hunters Gerbrant and Wiebe who took 12 foxes, two wolves.





When better automobiles are built, Buick leads them.

We hear it from thousands :

"Best Ride yet"

Ever since the 1956 Buicks made their bow some months back, we've been getting the rosiest reports!

And it's happening right across the country. The fine comments keep coming in while Buick sales keep climbing up.

Sure, it's to be expected. New car, new compliments.

But never before, believe us, anything like this!

For this wave of raves about the '56 Buick goes for something beyond the bold bright sweep-ahead styling that graces and identifies the best Buick yet.

It moves on beyond the might of new 322-cubic-inch V8 engines that hit the record book with the highest horsepowers and compression ratios in Buick annals.

It even reaches beyond the spectacular new double-action getaway and stepped-up gas mileage of Variable Pitch Dynaflo®—where the thrills come thick even *before* you switch the pitch.

This rising enthusiasm for this year's Buick is, more and more, for the way this beauty *rides* . . .

For the way it corners and tracks and hugs the road with a truer "sense of direction" than any Buick before it . . .

For the way it brings boulevard smoothness to roads that need renewing—for the

way its coil springs at all four wheels smother ruts and ripples—for the way its deep-oil shock absorbers snub out jars and pounce—for the way its big broad chassis lances along with swift and sure precision to keep a firm and level buoyancy for the car body and its passengers.

We could give you reasons by the dozens for this Buick's great ride.

But why take anyone's word for the feel of a car that is ride-engineered like no other car in the world?

Just drop in on us and take the wheel yourself. That way you'll know that here, literally, is the best ride yet.

Join Buick's "Thrill-A-Minute Club"

drop in five days before the end of the year to see how the Buick's ride can be yours. And watch push-up performance be had in the Buick's V-8.

Best Buick yet

Yet no one knows better than you how to make the most of a Buick.

See Your Buick Dealer

SEE JACK E. GLEASON ON TV Every Saturday Evening

NEW from 4 FROSTING

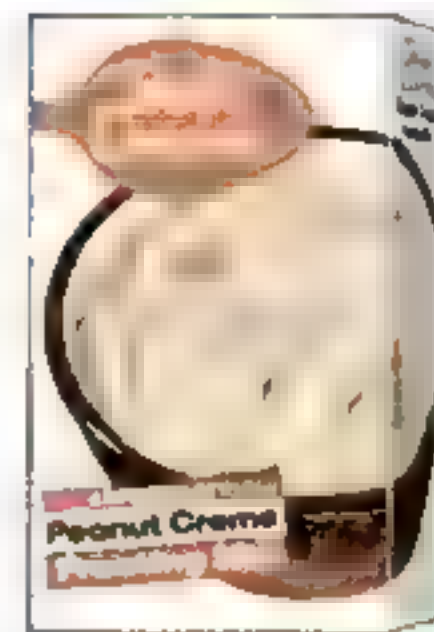
all "lickin' good" and



Instant CHOCOLATE FUDGE

(Rich! Fudgy! Chocolatey!)

"Lickin' good" on Betty Crocker White, Yellow, Devils Food or Chocolate Malt Cake.

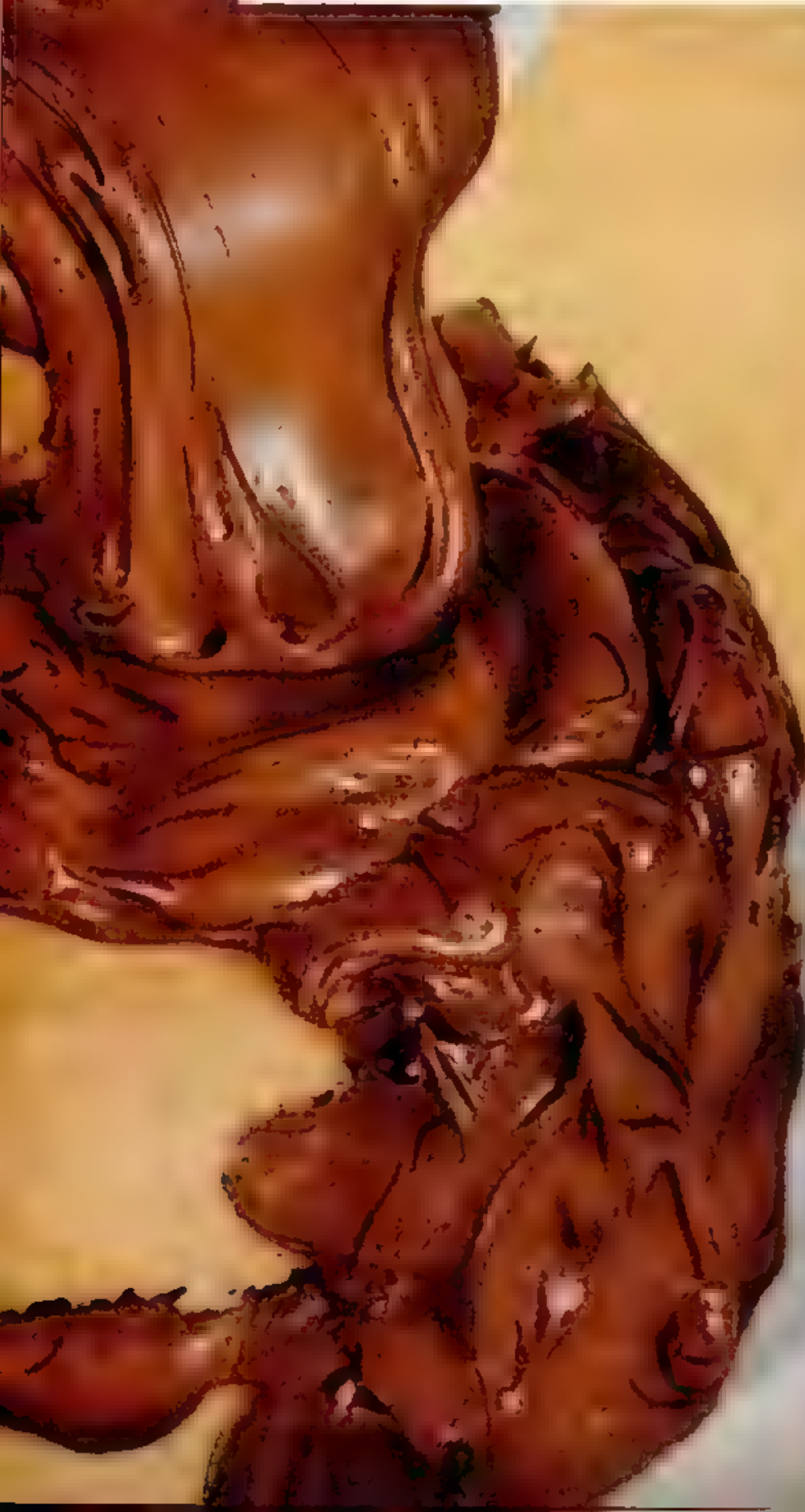


Instant PEANUT CREME

(Real peanut butter in this)

"Lickin' good" on Betty Crocker Peanut Delight, Honey Spice or White Cake.

If a frosting you make with a Betty Crocker Mix is less than perfect, send the package



Betty Crocker

MIXES!

guaranteed perfect*!



BETTY CROCKER
OF GENERAL MILLS



Instant
CHOCOLATE MALT

(There's malted milk right in it)

"Lickin' good" on Betty Crocker
Chocolate Malt, White or Yellow Cake.



Easy
ANGEL FLUFF

(Quick 7-minute type)

"Lickin' good" on Betty Crocker Devil's
Food, Honey Spice or Chocolate Malt Cake.

top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back!





*I dreamed
I had Spring Fever*

*in my
maidenform bra*

For the figure of your fondest day dreams—Maidenform's lovely new Concerto* gives you curves that are more curvaceous, brings an exciting line to your outline! And it's all accomplished with row upon row of tiny, interlocked stitches! Each stitch catches up an inner cup-lining, pre shapes this bra just enough to mould a fabulous form! In white stitched broadcloth, lace-margined. AA, A, B and C sizes...2.00

REG. U.S. PAT. OFF.

©1956 MAIDENFORM BRASSIERE CO. INC.



IN 1941 "LIFE" SHOWED SONNY AT WHEEL OF HIS COUSIN'S CAR. AT LEFT IS YOUNGER BROTHER, JOHNNY

SPEEDER AT 7, JET PILOT AT 22

When he was barely 7, Arthur ("Sonny") Koester of Mount Prospect, Ill., had a passion for speed which gained him national fame. One memorable day in 1941, accompanied only by his 5-year-old brother, Sonny climbed into his cousin's Chevrolet and then roared over the Illinois highways for three hours until he was finally caught. Confessing that he had hit 80 mph, Sonny was put on probation by a juvenile

court judge and warned not to drive again until he was old enough for a license (left, June 9, 1941).

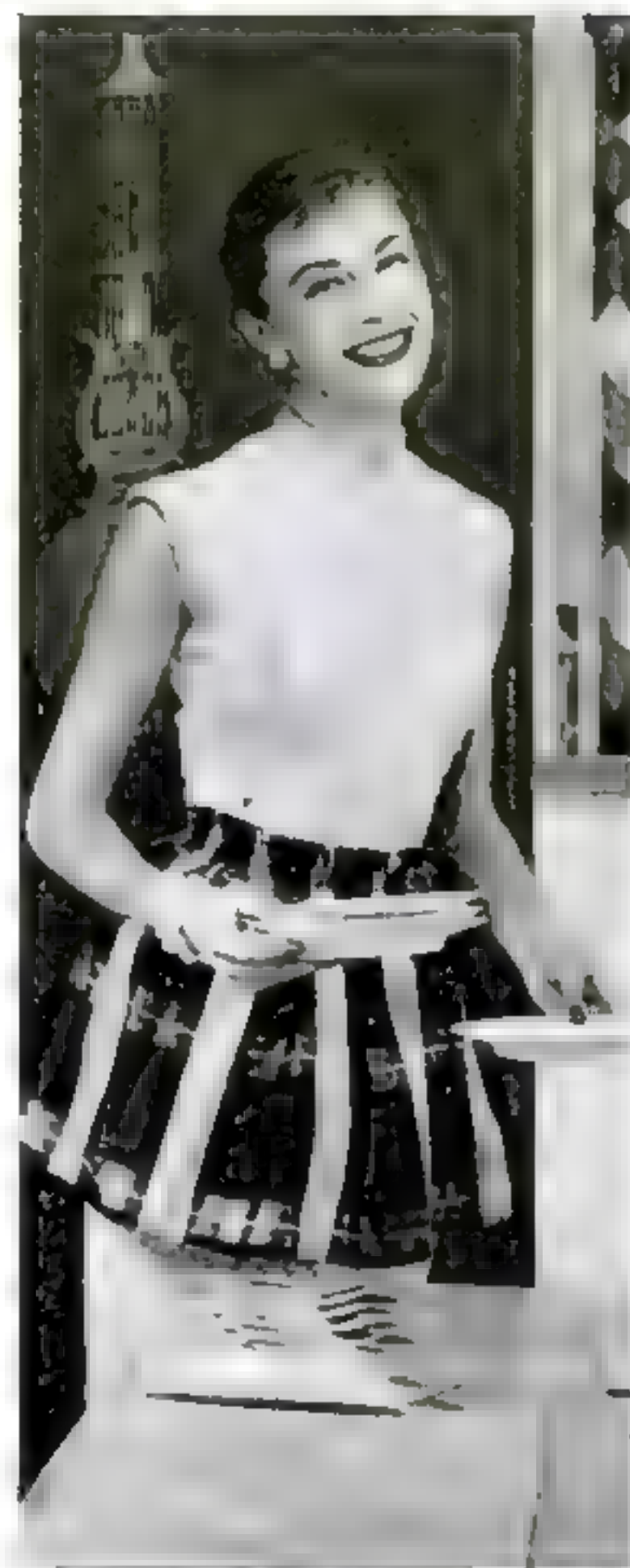
Last month, at 22, having gone through a succession of jalopies and graduated to a bright red Thunderbird, Art Koester moved on to bigger things. Commissioned a Marine, Art was ready for full-time duty in a jet fighter that would whisk him through the sky at super-sonic speeds undreamed of when he was 7.



IN 1956, at the wheel of his red Thunderbird, Art drives through the Kingsville Navy Air Station in Texas, where

he got his wings. After six months with a Marine squadron in Miami, Lieutenant Koester will probably go over-seas.

I settle
my stomach
in seconds...



with Milk of
Magnesia

Gas, heartburn, stomach sourness —all symptoms of acid indigestion are eased away—*quickly!* Phillips' Milk of Magnesia—one of world's fastest antacids—*actually settles your stomach in seconds!* So when too much food, drink, tobacco upsets you, take Phillips' Milk of Magnesia and feel fine again—*fast!*



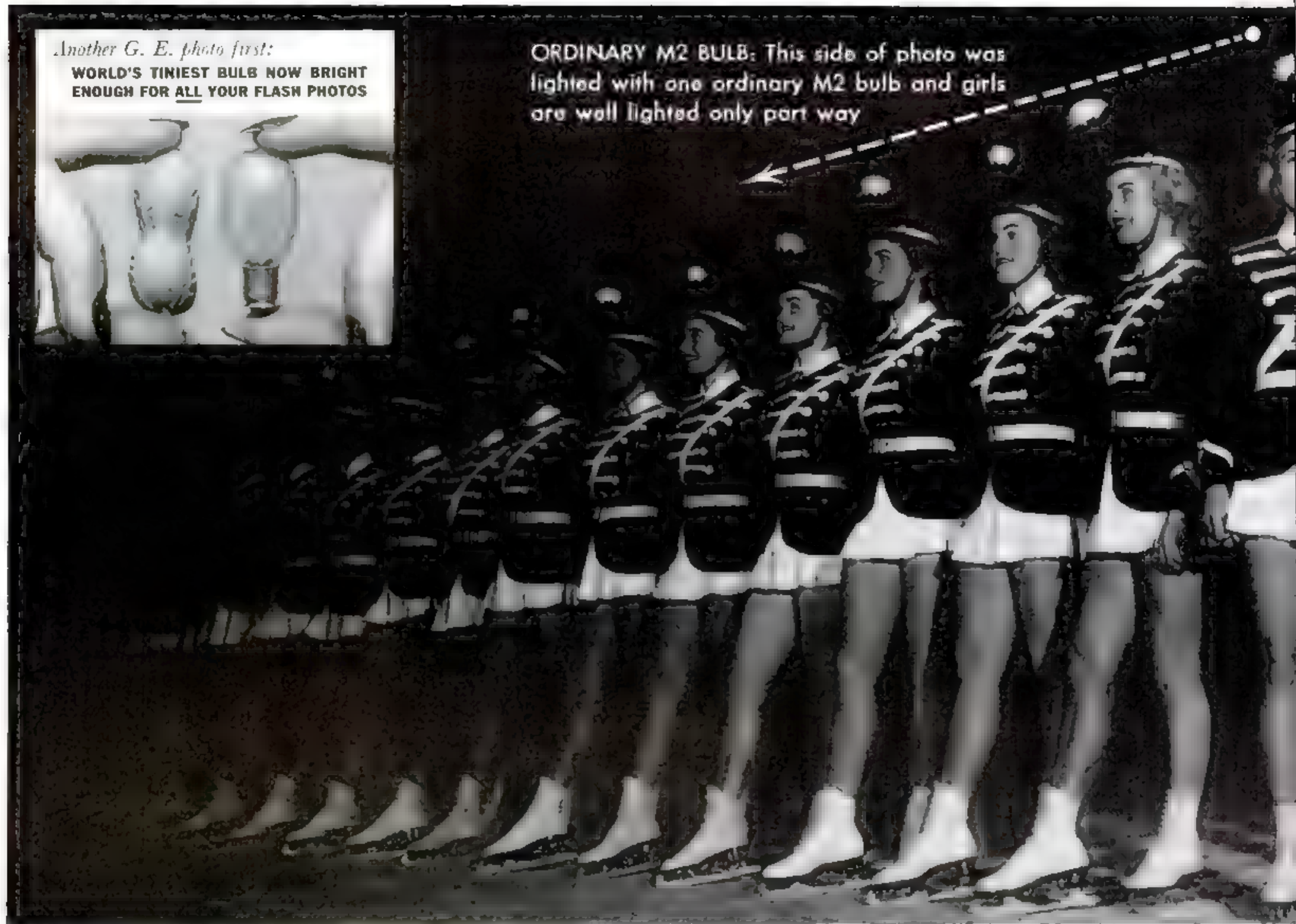
PHILLIPS'
MILK OF MAGNESIA

Another G. E. photo first:

WORLD'S TINIEST BULB NOW BRIGHT
ENOUGH FOR ALL YOUR FLASH PHOTOS



ORDINARY M2 BULB: This side of photo was
lighted with one ordinary M2 bulb and girls
are well lighted only part way

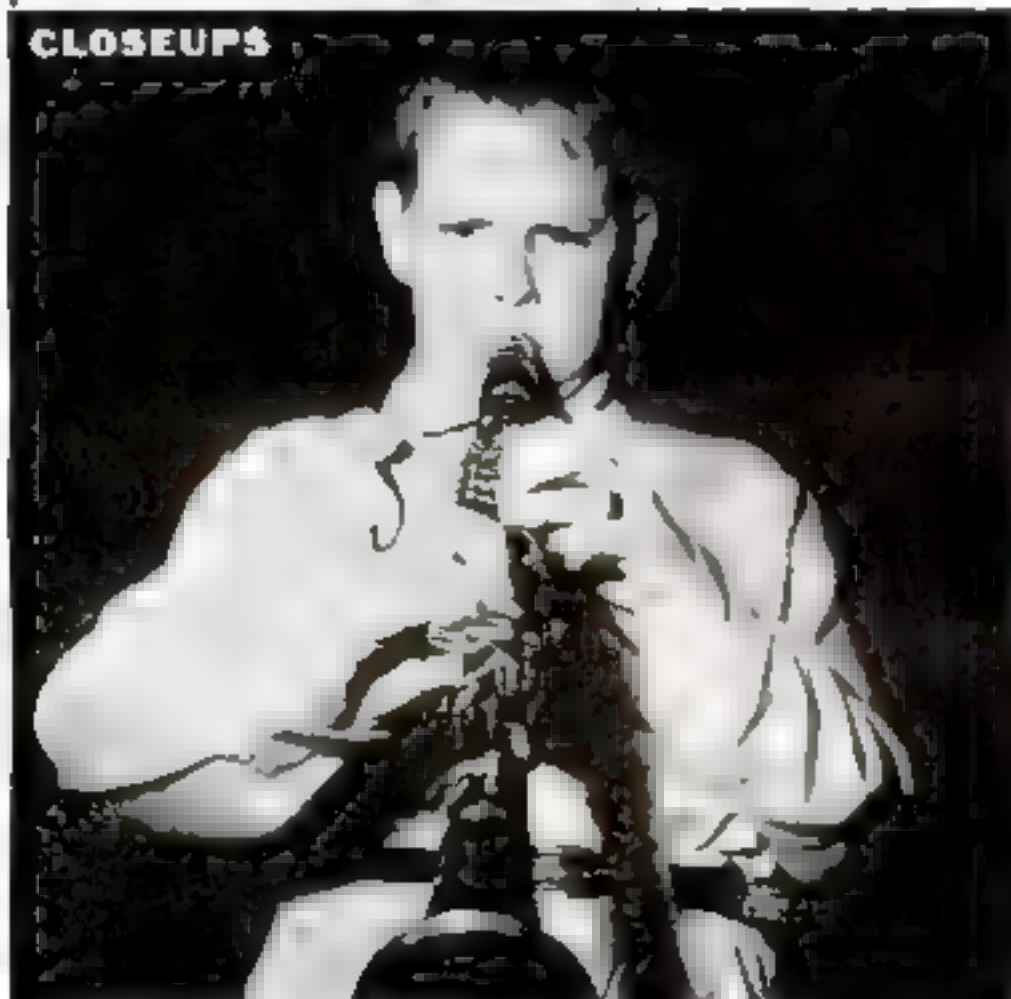


This next shot, an exposure of the M2 bulb, shows that it is bright enough to light the entire scene.

New General Electric PowerMite M2 has 66%

It's the first ideal all-around flashbulb for all your pictures:

CLOSEUPS



6 FEET AWAY — VERICHROME PAN ROLL FILM

GROUPS



14 FEET AWAY — ALL-WEATHER PAN ROLL FILM

LONG SHOTS



50 FEET AWAY — TRI-X ROLL FILM



NEW POWERMITE M2: This side of photo was lighted with one new G-E PowerMite bulb and girls are well lighted nearly all the way

Left side was lighted with one ordinary M2 bulb, right side with one new PowerMite M2. Shot at 1/30 sec. at f/16.

brighter flash, saves you 3¢ on every shot

HOW GENERAL ELECTRIC INTRODUCES LOW-COST FLASH PHOTOGRAPHY FOR EVERYBODY

New G-E PowerMite M2 with 66% brighter flash combines big-bulb power, tiny-bulb convenience and lowest cost. This peanut-size package of light makes flash photos practical for everyone. It's the first bulb its size with enough power for *all* your shots. The first ideal all-around flash bulb

Only 1/4 as big as regular midget bulbs, PowerMite is so tiny two 12-bulb packs fit pocket or purse. So low-cost, only 9¢* each, you save 3¢ on every shot. And so easy to use. Ring-type base plugs in, pops out without twisting. Many new cameras are equipped for tiny PowerMite. Others use a handy adapter, about 22¢ at your dealer's.

Try a pack of new G-E PowerMites today, and shoot *all* your flash shots *better for less!*

NEW POWERMITE NOW AVAILABLE IN THESE CITIES

New PowerMites will be on sale first in Cleveland, New York, Chicago, Los Angeles, Atlanta and St. Louis. Until your dealer has new PowerMites, ask for the present General Electric M2. You get the same tiny size, low cost and excellent results for all shots up to 15 feet away. *Manufacturer's suggested retail price



And, for pictures with daylight color film,

New General Electric PowerMite Blue

Another exclusive from General Electric, where photoflash firsts begin! New PowerMite *Blue* is the world's tiniest, lowest-cost bulb for color. The same General Electric research leadership that produced the 66% more powerful PowerMite now makes possible the first tiny, low-cost blue bulb ever designed for all-around use with daylight color film.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

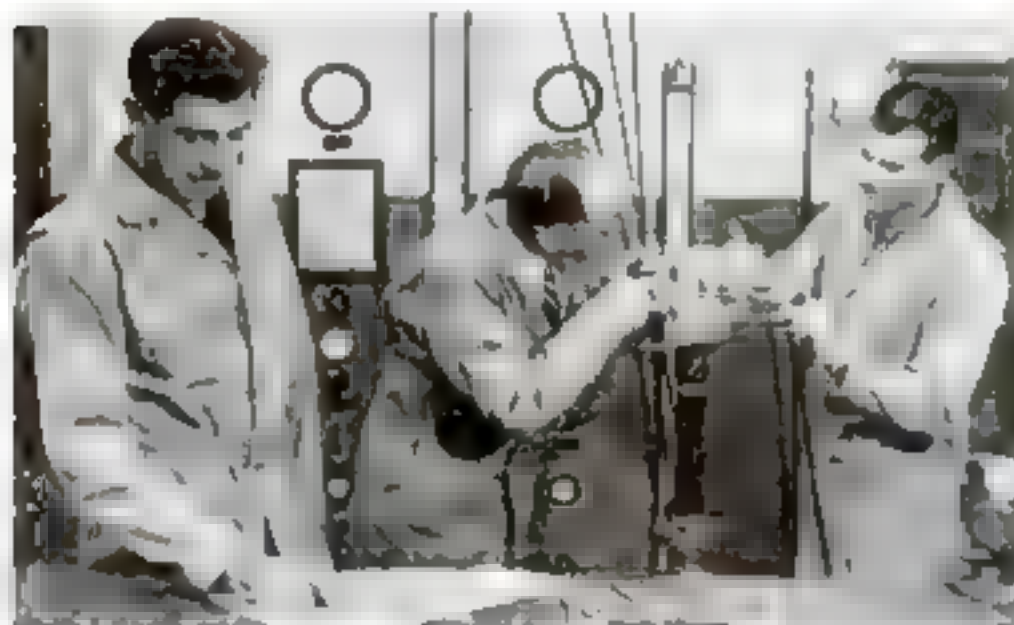
Robert Angell

...or how automation makes more and better paying jobs

You hear a lot of talk these days about how automation is going to cost people their jobs

"Me, I work in the most 'automatized' industry of them all—petroleum. And far from costing me my job, automation has made it a better one.

"When I was just getting started in the refinery back in 1925 the average production for the



industry was 32 barrels of product a day per man. The average investment in refinery tools at the time was \$10,000 per man

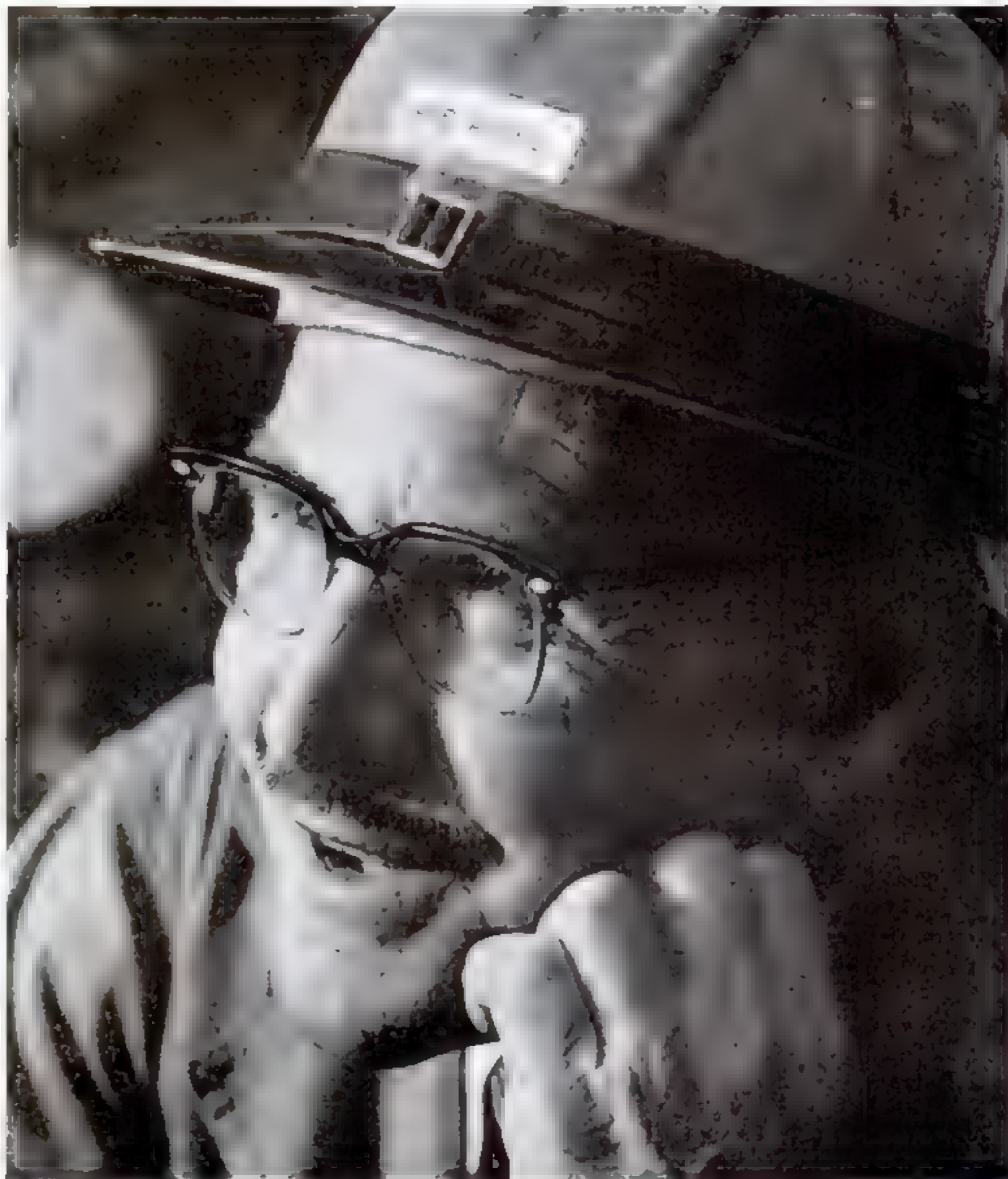
"Today the industry's investment in tools for each refinery employee is \$50,000. Offhand you'd think that that much machinery would put some refinery people out of work. But just the opposite is true.

"Back in 1925 the refineries employed just over 65,000 people. Today they give jobs to over twice as many—133,000. What's more, our production has gone up to 59 barrels a day per man.



"We produce these 59 barrels in 40 hours a week, instead of the old 51 in 1925. And we make more money. In my case my pay is up 288.89% since I started on the job.

"If this is automation, I'll take more of it!"



"MY PAY IS UP 288% AND I WORK FEWER HOURS. IF THIS IS AUTOMATION, I'LL TAKE MORE!"

Automation, it seems to us here at Union Oil where Angell works, illustrates again the basic strength of America's free competitive economy.

So long as business *has* to compete, it must constantly improve its products. This calls for the fullest use of new and better machines.

This has sometimes caused temporary readjustments in an industry. But in the long run it

creates better paying jobs for more and more people.

Which is another reason why the number of Americans at work and the standard of living they enjoy continue to climb.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, Calif.

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



HELD DOWN BY THE STRONG ARMS OF A WOMAN HE HAS WRONGED, THE VILLAIN DROWNS IN BATHTUB

A DIABOLICAL HORROR FILM

A grisly attack and a mysterious ghost are imported from France

All this winter a French horror movie called *Diabolique* has been scaring the wits out of Americans in a few small art theaters. But now, booked for release in big movie houses and even drive-in theaters, it will start spreading its sensational shocks and shudders on a grand scale.

The work of Director Henri-Georges Clouzot, who specializes in nerve-jangling films (*Wages of Fear*, *Live*, March 15, 1955), *Diabolique* tells how a sadistic schoolmaster is killed by two women who loathe him, his

wife and mistress. After he is drowned in a bathtub, the assassins dump his body in the school swimming pool where it mysteriously vanishes, only to turn up as the nastiest ghost ever to open a creaking door.

In preparing his skillful skulduggery, Producer Clouzot said, "I only sought to amuse myself and the little child who sleeps in all our hearts the child who hides her head under the bed covers and begs, 'Daddy, Daddy, frighten me.'" In *Diabolique* that is exactly what daddy does.

HOURS AFTER THE DROWNING, WHEN WATER HAS DRAINED FROM TUB, THE VICTIM (PAUL MEURISSE) CONFRONTS HIS MURDERERS WITH GHASTLY EYES



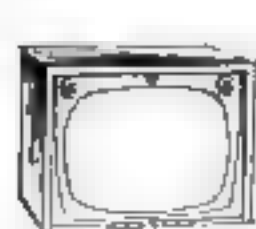
CONTINUED



Wherever you look...there's Emerson Remote Control TV

Costs as little as half as much to operate,
parts last up to 10 times longer

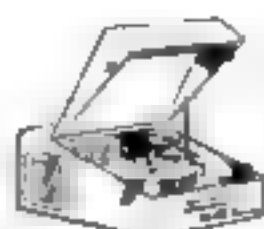
Turn-a-vision swivel action lets you view set from any angle. Emerson "Private Ear Remote Control" lets you change channels, fine-tune, adjust contrast or volume, turn set on-off, turn off main speakers and turn on "private ear" for highly personal listening... from anywhere in the room. No-stoop top front tuning at the set itself. 270 sq. inches of the clearest, sharpest 21" picture ever, thanks to Emerson's exclusive Dyna-Power Chassis. High fidelity sound system... three sensitive speakers! Model 1192, mahogany or blonde console. Choose from 43 Emerson TV models, starting at \$138.



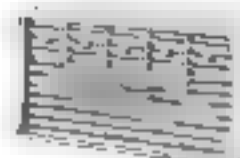
TELEVISION



TRANSISTOR RADIOS



HI-FI PHONOS



AIR CONDITIONERS

Wherever you look...there's

Emerson



Over 16,000,000 satisfied owners

*Reg. U. S. Pat. Off., Emerson Radio & Phonograph Corp., Jersey City, N. J.

DIABOLICAL FILM CONTINUED



THE MURDERERS plan their job. The schoolmaster's sweetheart (Simone Signoret, right), gives courage to wife, reminds her of husband's hatefulness.



GRUESOME VICTIM of murder is transported in a clothes hamper by the two women, who dump him in swimming pool to simulate accidental drowning.



TERRIBLE DISCOVERY that the corpse has disappeared is made four days after the murder when pool is emptied, and, standing on the edge, wife faints.

CONTINUED



your family has men who'd like Hanes, too!

Hanes gives you more than you bargained for: more comfort, more wear ... and low, low prices!



Like father, like son—both go for Hanes underwear! Why? Because Hanes underwear is full-cut—never binds. Because it's knitted from soft, absorbent, long-staple cotton. Because it's so long-wearing. Also because Hanes saves you money. Look: T-shirts with nylon-reinforced neck, just \$1; for boys, 75c. Smooth-fitting Fig Leaf briefs with heat-resistant elastic waistband, 95c to \$1; for boys, 69c. At good stores everywhere.



and Hanes makes those wonderful Givvies shorts and undershirts, too!

P. H. Hanes Knitting Co., Winston-Salem 1, N. C. Canadian Manufacturer and Distributor, C. Turnbull Limited, Galt, Ontario

AMES Maid...

smart way to hit the high spots

This graceful Ames stool in new fashionable turquoise and black is a practical and decorative addition to any household. It keeps you comfortably off your feet during long periods of ironing or preparing meals... it has sure, safe, glide-away steps for reaching closet shelves, cupboards and high altitude spots around the house.

Ames stools are not merely built—they are engineered. Strong tapered legs with unique wobble-free construction bring extra strength and comfort. Emphasis on popular colors keeps Ames stools in tune with modern decorating trends. Introduce yourself to Ames Maid... you'll be meeting the best!



A high spot in value
at \$13.95

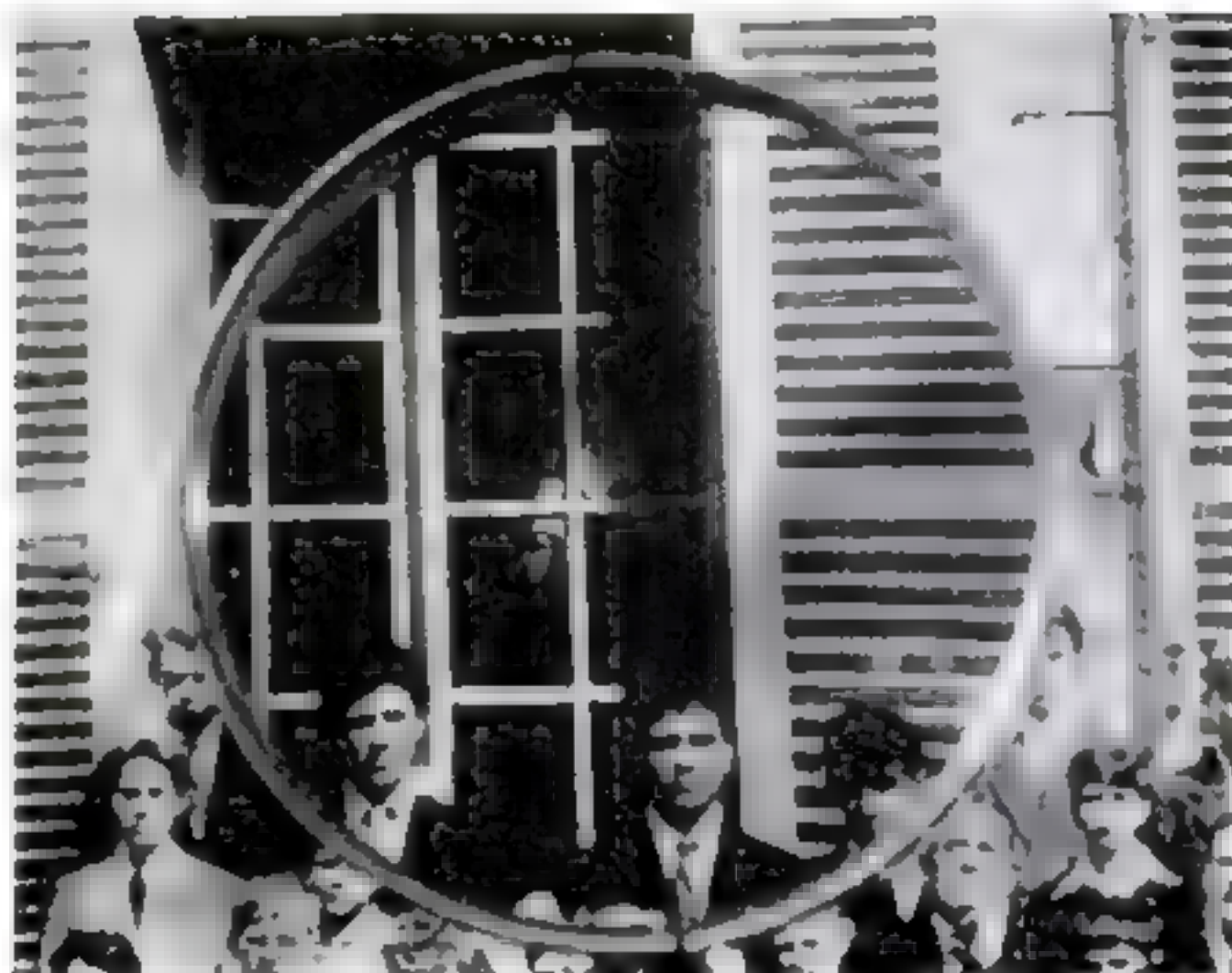
Slightly Higher in the West

O. AMES CO.

PARADESBURG, WEST VIRGINIA
Division of McDermott Co.



DIABOLICAL FILM CONTINUED



DEAD MAN'S FACE shows up like a ghost at window in a school photograph. Magnifying glass was held before picture so he could be identified.

SUSPENSE AND A SECRET

Because *Diabolique* comes to an unexpected end, theater audiences at its early showings were given a statement to sign saying they would not reveal the ending to their friends. To gain the full flavor of the horror they were even forbidden to enter the theater after the film had started. Most spectators have guarded the secret and have stood obediently outside until they were let in. Despite its limited showing, the film recently had the 12th largest national gross of any current movie. Most audiences endure the mounting suspense and terror with dumb fascination, giving way only fitfully to giggles and hysterics. A few weeks ago a New York lady fainted in the audience, was revived in the lounge, insisted on going right back to witness the devilish climax.



PANIC-STRICKEN WIFE grows hysterical as she suspects her slain husband is stalking her. She is played by Vera Clouzot, the wife of the producer.

Gold Bond "Improve Your Home" Contest

\$25,000⁰⁰ in prizes



Operation Home Improvement is a nation-wide campaign designed to help Americans improve their homes.

THIS IS YOUR ENTRY BLANK

for finishing this sentence...

"I would like to improve my home with Gold Bond Asbestos Siding because..."

(Complete in 25 additional words or less)

.....

Name.....

Street.....

City.....Zone.....County.....State.....

Mail this to: Gold Bond Contest
 P. O. Box 40B
 Mount Vernon 10, New York

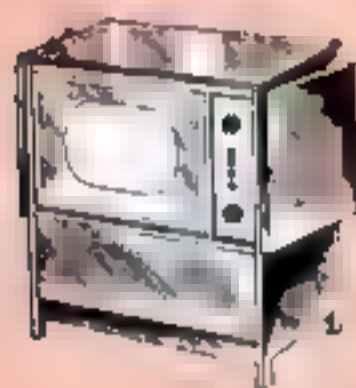
1,419 PRIZES

1ST Prize....\$10,000

2ND Prize....\$ 1,000

3RD Prize....\$ 1,000

4TH Prize....\$ 1,000



5 Prizes CBS Color TV Sets, 21-inch

10 Prizes . . . CBS High-Fidelity Phonographs

100 Prizes General Electric Toasters

300 Prizes General Electric Irons

1,000 Prizes . . . Black Wrought-Iron Hot-Dish Holders

THIS IS THE CONTEST YOU CAN WIN!

Follow these simple rules

1 In 25 additional words or less, complete the statement, "I would like to improve my home with Gold Bond Asbestos Siding because..." Use entry blank in this ad or write on plain paper. Print name and address plainly.

2 Mail entries to:
 Gold Bond Contest
 P. O. Box 40B
 Mount Vernon 10, New York

3 All entries must be postmarked not later than May 31, 1956, and received not later than June 11, 1956. Send as many entries as you wish, but only one prize to a family. Each entry must be the original work of entrant submitted in own name. Use adequate postage.

4 Prizes as listed will be awarded in accord with judging by the independent and impartial staff of The Reuben H. Donnelley Corporation, and on

the basis of originality, interest and aptness.

5 In the case of ties, duplicate prizes will be awarded. Judges' decisions are final. All entries become the property of National Gypsum Company to use as they see fit, and none will be returned.

6 Contest is open ONLY TO HOME OWNERS who are residents of the continental U. S., except these states: California, Washington, Oregon, Idaho, Utah and Nevada. Employees of National Gypsum Co., its advertising agency, the judging organization and their immediate families are excluded. Subject to all federal, state and local regulations.

7 Winners will be notified by mail. Prize winners' list available approximately six weeks after close of contest to those sending stamped, self-addressed envelope.

It's easy! It's fun! Nothing to buy!

Here's your golden opportunity to win a big cash prize. This contest is fun... it's easy to enter... and, best of all, there are 1,419 prizes!

Simply complete the sentence in the entry blank using 25 additional words or less. Here's a sample to show you just how easy it is: "I would like to improve my home with Gold Bond Asbestos Siding because

these fireproof shingles come in 7 lovely colors, will make my home permanently beautiful, and will never need painting for preservation."

Read below how Gold Bond Asbestos Siding can beautify your home, then enter the "Improve Your Home" Contest. Good luck to you!



Gold Bond Siding goes on right over your old side walls! Transforms even an old house into a beautiful modern-looking home.



- **Exclusive "Surfseal Finish"** locks in color, locks out dirt, smoke, weather.
- **Seven beautiful pastel colors and white**—to choose from.
- **You'll never have to paint again!** Gold Bond Siding requires no preservative treatment... no upkeep.
- **Fireproof.** Made of asbestos and cement, inorganic materials that *can't* burn.
- **Pestproof.** Can't be harmed by rodents or termites... can't rot or deteriorate.
- **Easy terms.** You can make your home beautiful at a price you can afford!
- **Backed by the most dependable name in building products**—Gold Bond, by National Gypsum Company.



National Gypsum Company, Buffalo 2, N. Y.



FLOOR-LENGTH CULOTTES, wide silk pants (Trigere, \$183) look in repose like evening dress but enable Gwen Verdon to brandish jeweled shoe (Evins, \$15).

WIDESPREAD HAT in light straw with masses of velvet flowers (John Fred-
erics, \$125) compels admirers to move in close for even a glimpse of wearer.



OVERGROWN DAISY with peekaboo petals (Rex, \$400) is James Galanos' hat design to play up his matching silk print dress (\$400).

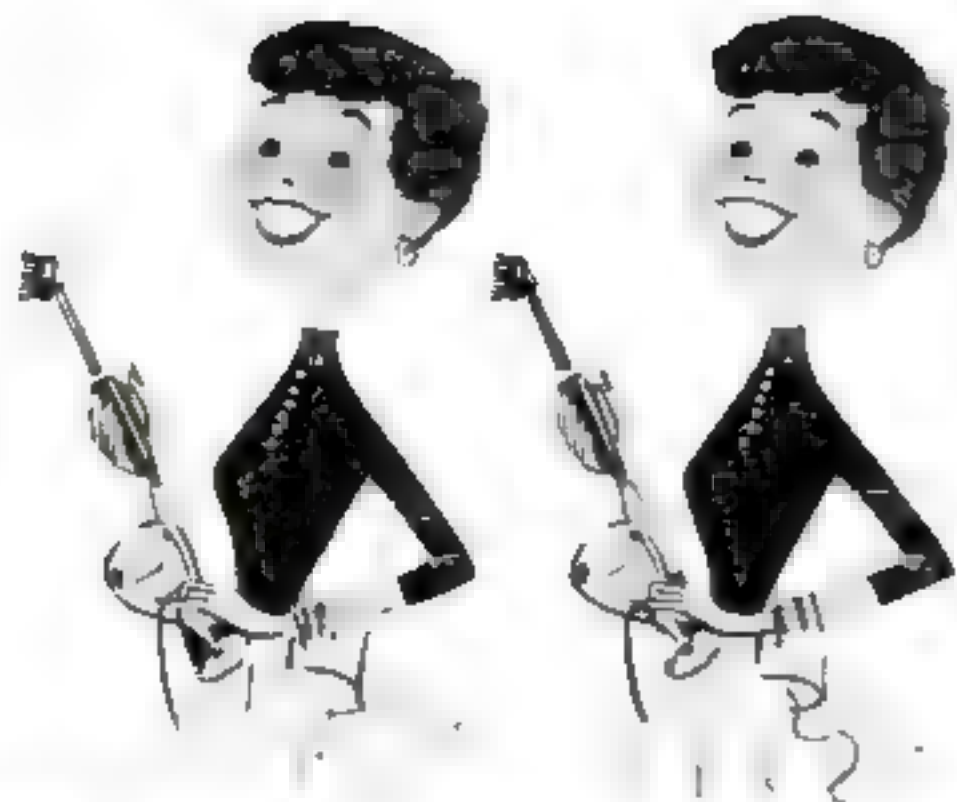
A Star's Fling at Spring

VERDON TEACHES UPSTAGING

With this spring's new clothes any girl who has a little zest, a lot of nerve and enough cash should be able to upstage anyone in any crowd. On these pages Gwen Verdon, a seasoned show-stealer and star of Broadway's *Damn Yankees*, displays some of the attention riveting clothes from top collections. A pseudo evening dress (opposite page) turns out to be pants which permit an extreme nonchalance in lounging. Spring's "floral print" is replaced by an outfit in which the wearer can masquerade as a flower. Miss Verdon takes on the new high waist (*LIFE*, March 5) in its simplest version and the bulky hat in its biggest. And in a double-duty evening dress she duplicates her *Damn Yankees* shedding act (p. 134).



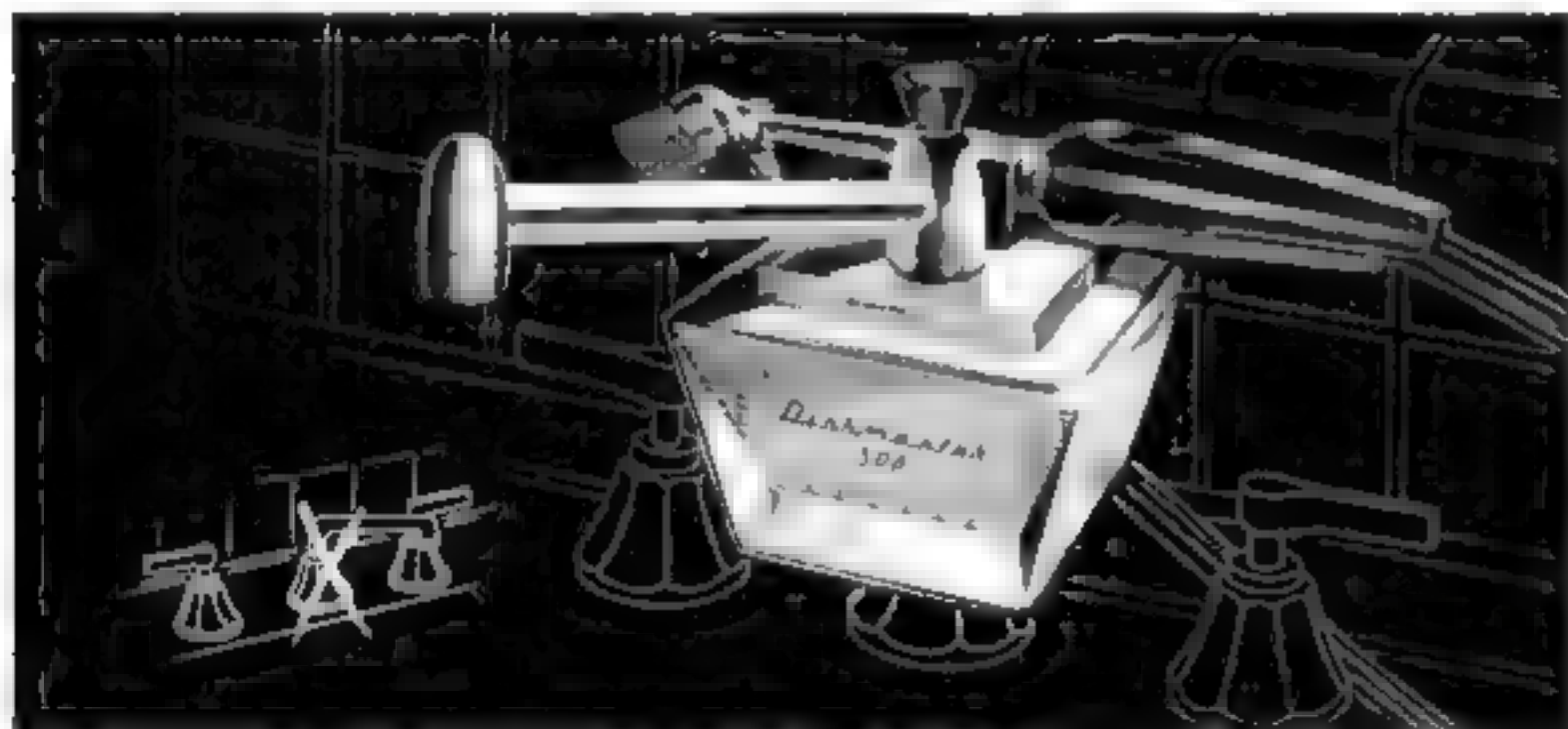
HIGH-WAISTED SHEATH is of linen (Trama-Norell, \$195), stands out not because it is extremely simple. Parasol, held by deft hands, insures that the wearer will be noticed.



DISHMASTER DOUBLES KITCHEN CONVENIENCE

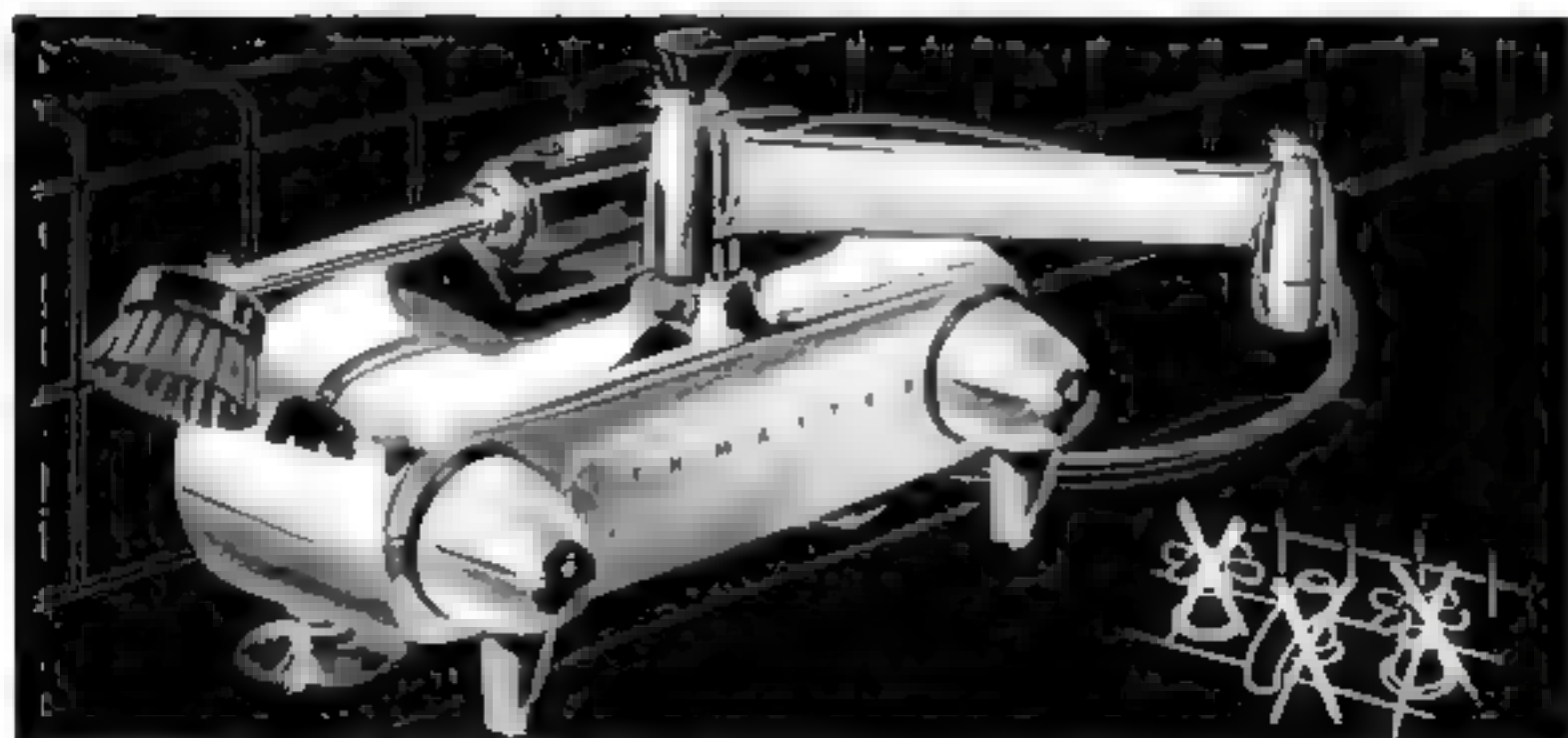
Use a Dishmaster just one week and you'll wonder how you ever got along without it. You wash with hot aerated suds—then rinse with clean, clear water—all in less time than it takes to tell it. Dishmaster is "just the ticket," too, for cleaning cooking utensils, broiler pans and vegetables.

The "300" model replaces center sink spout only, while the Deluxe model replaces the complete faucet assembly. Precision working parts are the same in both—proved and improved in more than eight years of use with over half a million housewives. Don't settle for less than a Dishmaster.



300 Model
\$34.50

Installs in minutes in place of center sink spout, making it ideal for rented homes or apartments where it can be easily removed if desired.



De Luxe Model
\$49.50

Replaces complete faucet assembly, making it especially suitable for original installation in new homes, or in older homes with worn hardware.

DISHMASTER

DISHMASTER CORPORATION

Main Office: 342 Rockwell Avenue, Pontiac, Michigan
Branch Office: 2208 S. Grand, Los Angeles, California



FLING AT SPRING CONTINUED



DEMURE FRONT shows evening sheath, prim collar (Grenelle, \$125).



DISTRACTING BACK of outfit has trailing panels, an outsize bow.



STRIPPED-DOWN DRESS—the same as shown at top—is revealed as a slinky gown with jagged neckline when Miss Verdon sheds white organdy cape.

The luxury in the blend is

Vicara
BRAND ZEIN FIBERS

Blends are rapidly winning favor among well-dressed men alert to new ideas. Some of the best-looking and most practical new clothes you see everywhere today are made of fabrics skilfully engineered to include the individual superiorities of different fibers. Ask about the unique and exciting advantages of blends at your favorite store. You'll quickly discover that the most luxurious and most comfortable of these *new-as-tomorrow* fabrics are enriched with wonderful Vicara fiber. This fabulous fiber contributes easy, natural drape, quick recovery from wrinkles, lightweight bulk, anti-static absorbency, resilient refusal to bag or sag, washability without shrinkage and sturdy strength for enduring wear. But, greatest of all, you will treasure the *feel* of Vicara fiber, the lush, rich, touch-tempting texture and glorious comfort that Vicara brings to everything you wear!

If you love comfort live in Vicara luxury.. in sport coats, sweaters, robes, shirts and other rich-textured, friendly-feeling apparel now in leading stores. For information, write today to Virginia-Carolina Chemical Corporation, 99 Park Avenue, New York 16, N. Y.



PALM BEACH COMPANY tailors this handsome sport coat in a luxurious wool-Vicara blend by **CROWN WOOLEN MILLS**.

J. M. WISE robe in a completely washable cotton-rayon Vicara blend by **MOORESVILLE**.

JANTZEN KHARAFLEECE sweater—a soft, rich, washable, mothproof wool Vicara-nylon blend.

RICH GUILD sport shirt in a washable rayon-Vicara blend by **BRODNAX**.



THIS SPACE RESERVED for a tooth that must last for 63 years

you: Well, I certainly hope *my* child's second teeth last for keeps.

us: So do we. But the average child loses one or more of his second teeth *in his teens*.

you: Good heavens! I don't want that to happen to my son.

us: That's why we make new Ipana with WD-9.

you: Come again with WD-9? These chemical names floor me.

us: Simple. WD-9 in Ipana destroys decay bacteria that cause cavities.

you: Don't other tooth pastes?

us: Most do—but Ipana with WD-9 destroys decay bacteria *better* than any other leading tooth paste—including fluoride tooth paste. That's not our say-so, but science's.

you: So Ipana is good for children's teeth. How about *my* teeth?

us: Wonderful for the whole family's! And you'll all like the new "good morning" flavor. *Tomorrow morning?*



- New king-size cap
- Easy-to-use, hard-to-lose
- Tube stands upright

**New-formula Ipana® with WD-9
destroys decay bacteria best**

Product of Bristol-Myers



FRAGILE EVENING OUTFIT by Galanos has finely pleated organdy-and-lace dress (top, \$850) worn with a tiered organdy cape (\$500). With same cape closed (below) Miss Verdon stands shoulder deep in perishable ruffles—a rainy night ruse which practically guarantees first call on a conveyance.

An advertisement of Monsanto where creative chemistry works wonders for you



YOU AND YOUR PAINTER (AND WOOD) will love Monsanto's *Rez*. Colors wood, yet won't hide grain. Outside, *Rez* handsomely protects against sun and weather; inside, brings new beauty in depth to wood paneling, cabinetry. For full-color booklet showing the 13 *Rez* fashion colors, write: Monsanto, Box 291, St. Louis, Missouri.



"I never forget my morning Sunsweet"

Feel washed up? You need the world's best prune juice...Sunsweet. It's the only one with the same amount of natural laxative in every glass. Only one that tastes so great, too...because it's pure prune juice...never diluted, never sweetened. Naturally, Sunsweet outsells all the others put together.

SUNSWEEP PRUNE JUICE






now . . .

*millions enjoy
more
beauty mileage
with
Penney's own*

Gaymode **stretchables**

 *America's biggest selling
name in nylon hosiery!*

With new Gaymode® stretchables you can have everything! Sheerness that makes them hard to tell from your own complexion. Fit that molds them inseparably around every curve and contour. With it all, more beauty miles to the pair than you ever dreamed possible!

The secret's in their double loop knit . . . now 2 threads where there used to be one . . . if one snags or catches, the other is still intact to check runs . . . giving new Gaymode stretchables a charmed life.

If you're not wearing Gaymodes now, why not try a pair and compare. The top mills who make them, the millions of women who wear them, know, money can't buy more!

If you buy nothing but the best,
why not get the best value as well . . .
Penney's new Gaymode Stretchable Nylons

1 25
a pair

Come to Penney's anytime . . .



More, more *Gaymodes*
for your particular preference . . .

Look to your own local Penney's for your
favorite shades and fashions in nylons . . . in Penney's
exclusive collection of Gaymode hosiery.

Why it pays to shop at Penney's

Because . . .

you can save and be sure
with Penney brands . . .
they're tested for quality,
for wear, in Penney's own
testing laboratory.

Because . . .

you can buy with confidence . . .
every Penney store will
exchange, adjust or refund.

Because . . .

you enjoy Penney's
small town friendliness
and big city "know how."

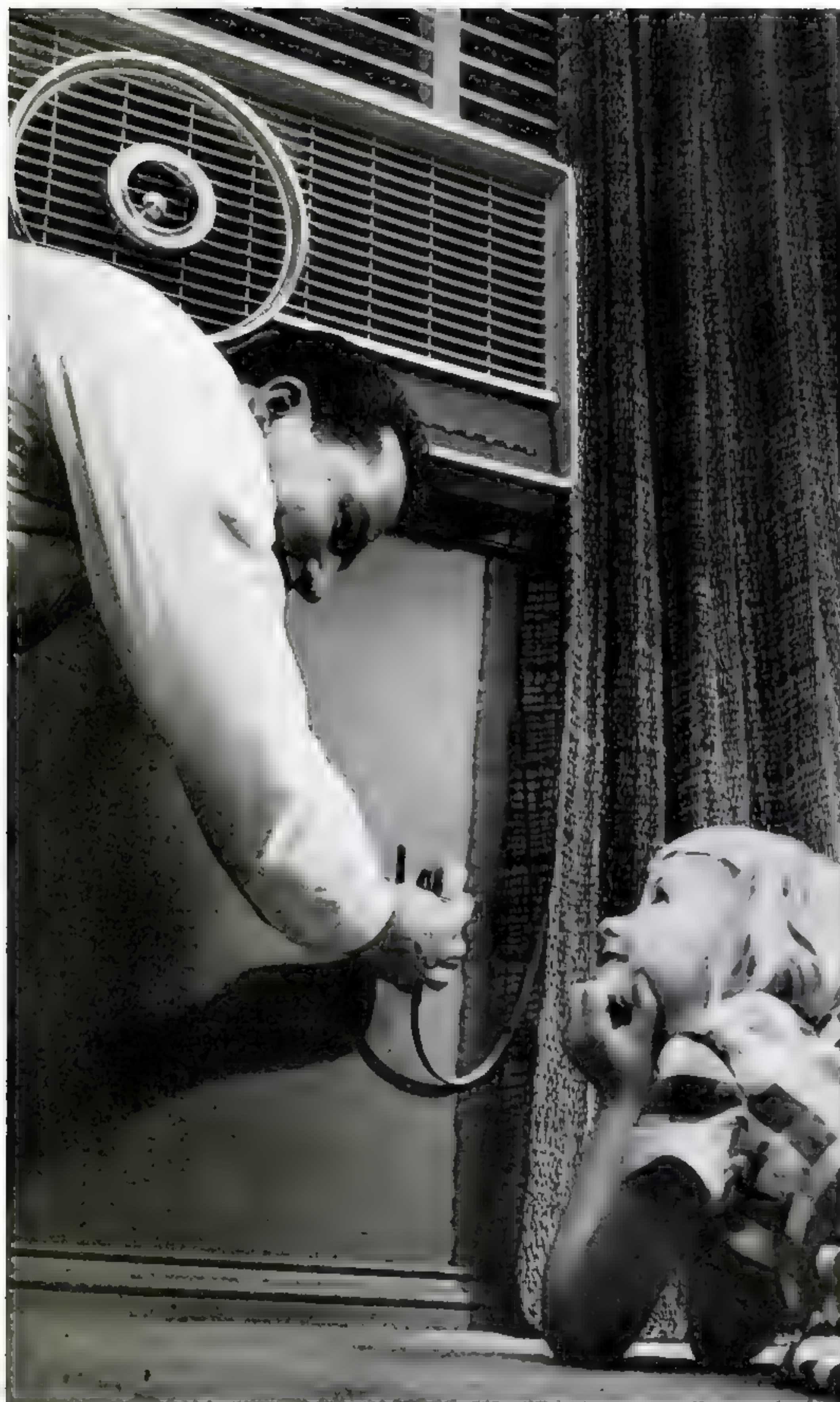
Because . . .

you like to
save money every day.

J. C. PENNEY CO., INC.
1672 Family Department
Stores in 48 States

nothing can tell our story like our merchandise!

NEW FEDDERS $\frac{3}{4}$ HP AIR CONDITIONER NEEDS NO SPECIAL WIRING



Runs on normal house current —uses 40% less electricity!

For millions who have been unable to enjoy air conditioning because their homes or apartments lacked adequate wiring, here is good news!

Fedders, the world's largest maker and seller of room air conditioners has developed a new $\frac{3}{4}$ hp air conditioner that needs no special wiring. The new Fedders *Supreme* runs on normal house current and uses less electricity than a toaster . . . electric iron . . . or many plug-in appliances. It actually requires 40% less electricity than other $\frac{3}{4}$ hp units!

Lower cost

If the cost of installing special wiring has made you delay the purchase of an air conditioner—or if inadequate wiring has made you consider an under-sized unit without adequate cooling capacity—or if you have been afraid an air conditioner would cost too much to run—this new Fedders unit is the answer! The new Fedders *Supreme* not only eliminates your wiring problems, but also reduces installation and operating costs!

King-sized parts

There are good engineering reasons for the extra cooling ability of the new Fedders *Supreme*. It is built with king-sized parts! For instance, it contains an over-sized cooling and dehumidifying coil, a jumbo-sized condenser and 50% more refrigerant! Because it has these bigger cooling components it can do a full-sized cooling job on less electricity!

As a result, the new *Supreme* starts more easily than other air conditioners and runs quietly hour after hour using far less electricity!

No matter where you live—in an apartment or private home—this new Fedders will give you full-capacity cooling at lowest possible cost.

See your Fedders dealer today and take advantage of his special pre-season prices. You'll find his name and address in the Yellow Pages of your telephone directory. Fedders-Quigan Corporation, Maspeth, New York.

BREAKS THE WIRING BARRIER. The Fedders *Supreme* is the world's first full-capacity $\frac{3}{4}$ hp air conditioner to run on normal house current without special wiring. It uses 40% less electricity—less than a toaster—and so should not require a landlord's approval!



STANDING BEFORE TESTIMONIAL SIGN, BEAMING DR. WILLIAMS IS SERENADED BY PRIMARY SUNDAY SCHOOL CLASS

50 YEARS OF GRACE

A church celebrates half century with the same pastor

In the Sunday school of the Alpha Baptist Church in Philadelphia, the white-haired pastor beamed at the children singing the words written just for him:

... He's the man who's most like Jesus
And he's in our heart.

With this squeaky-voiced tribute ringing in his ears, the Reverend Howard K. Williams at the age of 75 last week completed a half century of continuous service in the pulpit of the same church, a record

rarely reached anywhere by ministers in the U.S.

Grateful parishioners participated in an 11-day celebration for the man who in 1906 took over a church of 95 and today leads a congregation of 1,000. He directs two choirs, plays piano for the only Sunday school in Philadelphia still holding afternoon classes and has managed never to repeat a sermon in his 50 years. A dedicated man who got married only eight months ago, Dr. Williams has no thought of retirement and intends to keep right at the job.

AT ANNIVERSARY LUNCH DR. WILLIAMS READS A CARD WITH HIS WIFE (SECOND FROM LEFT) AND HIS PARISHIONERS



the BOUFFANT SLIP

you can
slip into a
washing
machine!



The 4 full layers of nylon "ponyhair" in this new Starletta bouffant slip will make daughter's bouffant dresses look lovely. And it's machine-washable! Carmela Rossi, of Florence, Italy, designed it with a nylon tricot long torso top. Starletta is easy to

wash and dry, just toss it into your Bendix Duomatic.

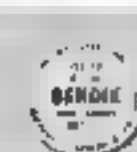
Needs no ironing. White, Pink, Red, Maize, and Blue, sizes 2-6x \$3.98; 7-14, \$4.98. Subteen 8-14, 6 layers, \$8.95. Teen S,M,L,XL \$9.95.

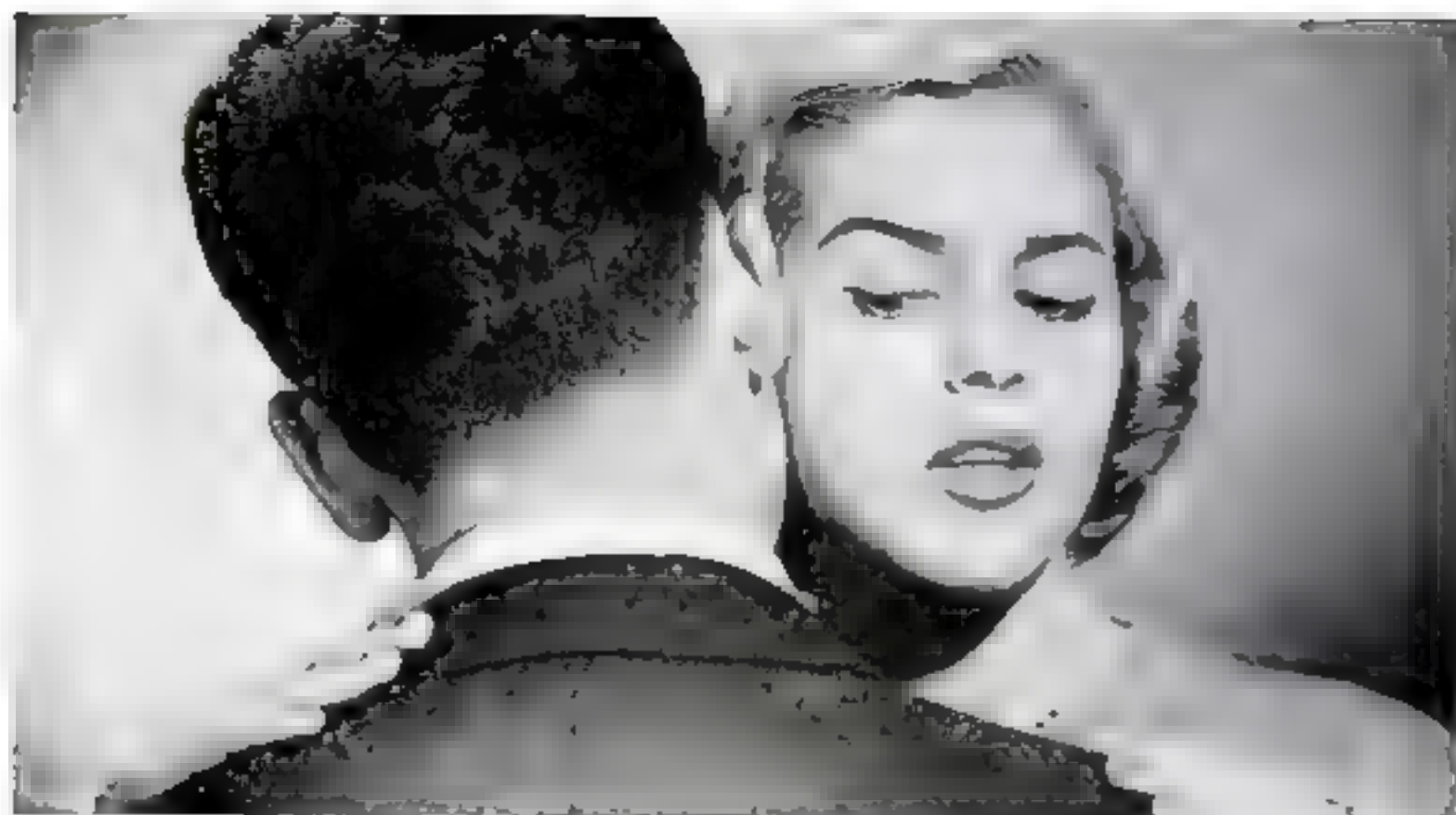


at your
favorite
store

Starletta

DENNISONS
OF GLASSBORO, N.J.





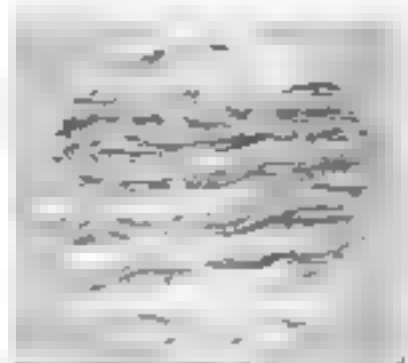
Dandruff on shoulders is excessive dandruff... a sign your scalp needs care

DANDRUFF— FALLING HAIR

...may be "the beginning of baldness"

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE:
Spores of Malassez

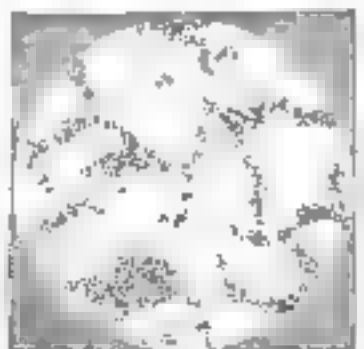
Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:
Bacilli shown
may be present

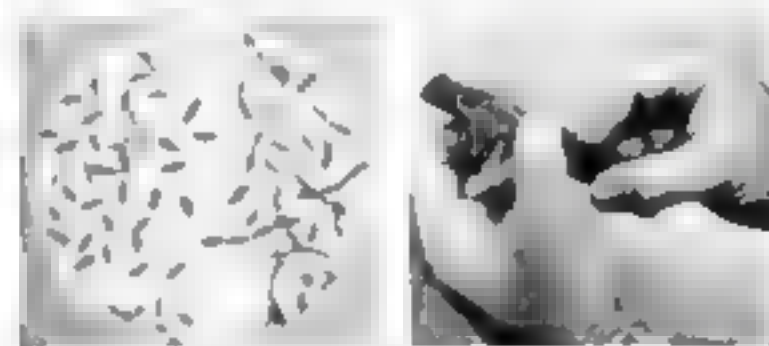
TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. TONIGHT, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more



3rd STAGE: Bacilli shown may be present.
Hair growth may be affected

stubborn cases, repeat the Kreml-and-shampoo treatment again.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

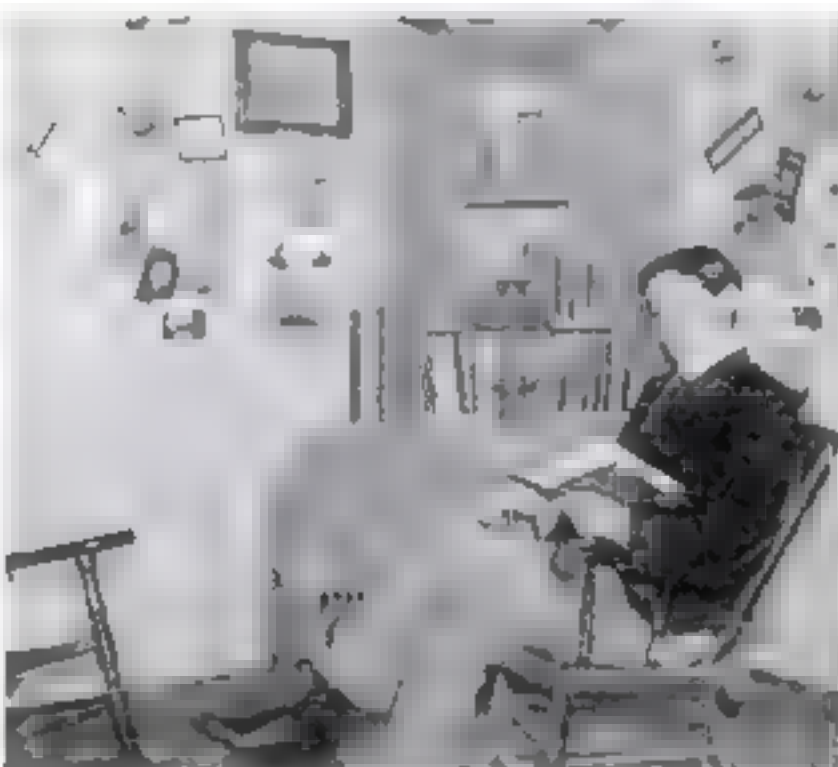
KREML HAIR TONIC

50 YEARS CONTINUED

TOURING IN 1912, Dr. Williams rides a donkey on a trip through Jerusalem. Since 1906 he has made two visits to the Holy Land, 11 to Europe.

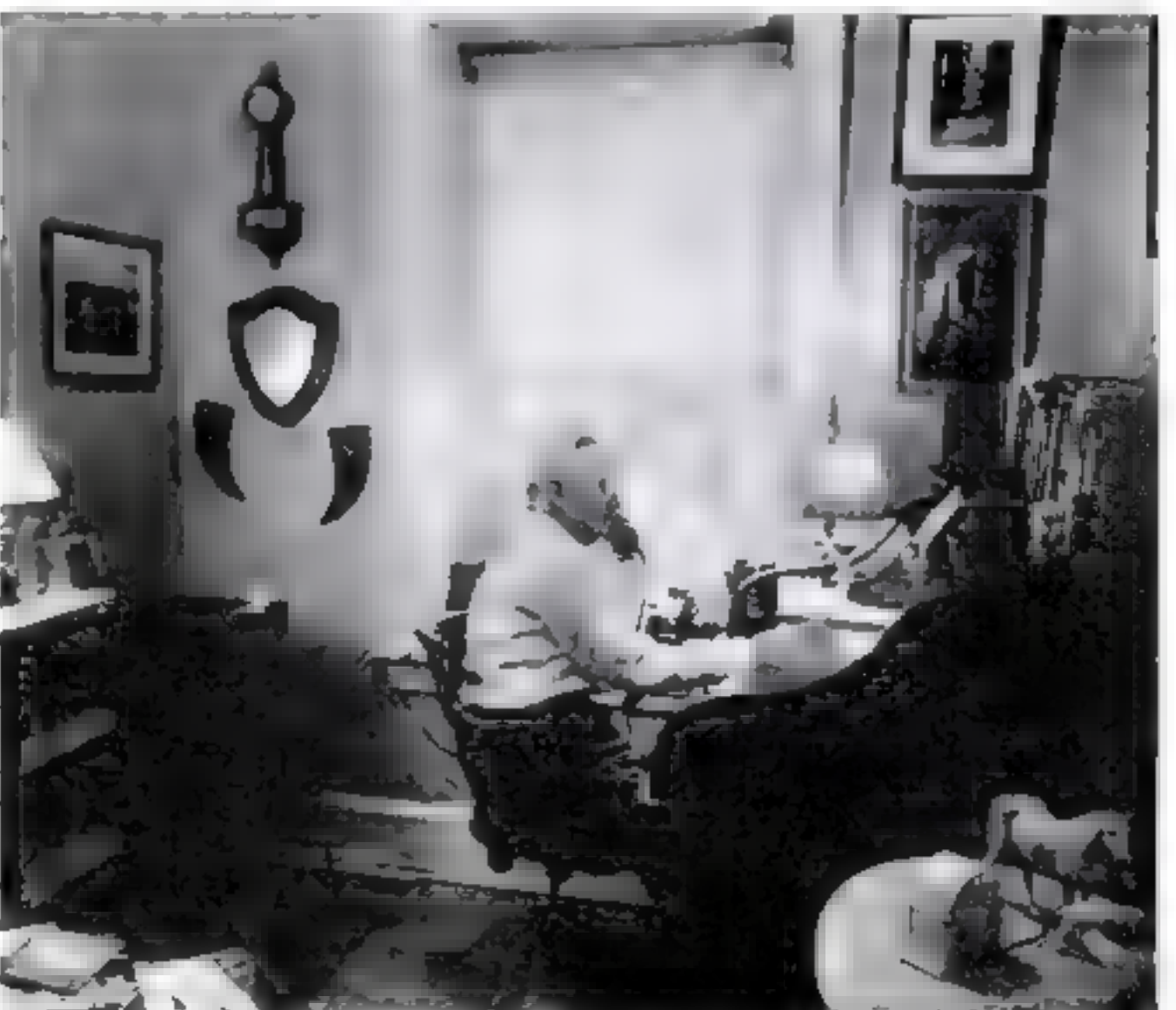


RELAXING TODAY, Dr. Williams rides with his wife, a gym instructor whom he knew for 30 years and married while on a group trip to England.



STUDYING IN 1902 as a junior at Bucknell University, Williams reads by kerosene light in his dormitory room. He graduated *cum laude* in 1903.

WORKING TODAY in his study, Dr. Williams sits at the 50-year-old roll-top desk where he writes his sermons and counsels parishioners by telephone.



SUPER- STICK



Now with **SUPER-STICK**. They stick better, protect better.



The clothes go round and round—

WE took off the cabinet so you could see what "Rapidry" Spin really means. Clothes are whirled so fast the water actually climbs up the side—and out. Out of the tub—and out of the clothes. The clothes ride firm and safe on a five-mile whirl.

There's nothing else like it, anywhere.

This Frigidaire "Rapidry" Spin removes pounds more water than any other spinning action, in any other washer. When it's through, you can hardly wring out a drop, try as you will. Better yet, there's no heavy extra weight for you to lift.

As a result, clothes come out of the washer practically dry—many pieces ready to iron

immediately. The others dry quicker-than-quick on the line or in a dryer.

Everything about this Frigidaire Washer is so far ahead of others. For example

The washing is done by an entirely different principle called "Live-Water Action." There are no stiff-finned agitators to *scrub* dirt from clothes—no friction, no tortuous jerking back and forth.

Instead, currents of hot, super-cleaning, sudsy water drive through every pore and fiber of the clothes to *flush* away all dirt and grime. *Clothes last infinitely longer*

Automatic? Completely—washing, rinsing, spin drying, the works. You set it once and trust it

—forget it. And, as it goes faithfully on its way, it gives you so many other "extras" too.

In fact, it gives you everything you want in a washer: gets more washing power out of soaps and detergents; uses less water—up to 9½ gallons less, so there's no need to re-use dirty wash water; is so flexible it cleans fragile frillies and dirt-encrusted work clothes with equal ease; floats dirt-laden suds up and out of the tub—never drains down through your just-done wash, frees you from rust problems because of its Lifetime Porcelain finish inside and out.

Seeing is believing. Why not see this Washing Marvel at your Frigidaire dealer's today.

Look for me each week on TV





and the water jets out here



MATCHING IMPERIAL WASHER AND DRYER give you completely automatic laundering from tub to ironing board. Superbly beautiful—two-toned in four gorgeous colors and white, or all white.

FRIGIDAIRE *Imperial Automatic* **WASHERS & DRYERS**



Built and Backed by General Motors

*Good
news,
any way
you
look
at it*

REMEMBER when you could get really fine bourbon only in bonded 100 proof? That's no longer true. With the introduction of Old Taylor 86 you now have two bourbons of the same superb quality.

Of course, if you prefer the richer, deeper taste of 100 proof bourbon, bonded Old Taylor will still be your choice.

But for a lighter, milder, lower-priced bourbon—yet flavorful and satisfying—Old Taylor 86 will give you full satisfaction.

Try it. You'll agree it's the lightest *good* bourbon made!

OLD TAYLOR

*"The Noblest Bourbon
of Them All"*



KENTUCKY STRAIGHT BOURBON WHISKIES
100 PROOF, BOTTLED IN BOND • 86 PROOF
THE OLD TAYLOR DISTILLERY CO.
FRANKFORT & LOUISVILLE, KY.
D.V. OF NATIONAL DISTILLERS PRODUCTS CORP.



Taken with Toys

PLAYTHINGS FOR KIDS
ARE TRIED BY ADULTS

To show grownups some recent examples of good design in the children's world, the Contemporary Arts Association of Houston put on an exhibition of modern toys and playground equipment. When the show officially closed, the museum director decided to give a sampling of the good fun as well as the good design the toys offered. Eight hundred members of the Arts Association were invited to an evening party at the museum and encouraged to try out the children's playthings themselves. In between martinis the grownups trolicked with everything from king-sized dominoes to massive pieces of equipment, designed primarily for public playgrounds, which represent engaging experiments in new ways to shape traditional objects.

After a strenuous evening in the museum with their look-and-play party, delighted parents bid at auction for some of the cheaper playthings to take home so they could square themselves with children they had left behind.



GANG SLIDE (\$699/50), here used to capacity, is wide enough to allow crowds of kids to use it at once.

HOOP CLIMBER (\$195) supports Kathryn Svenson. Playdome below can serve as a pool or sandbox.

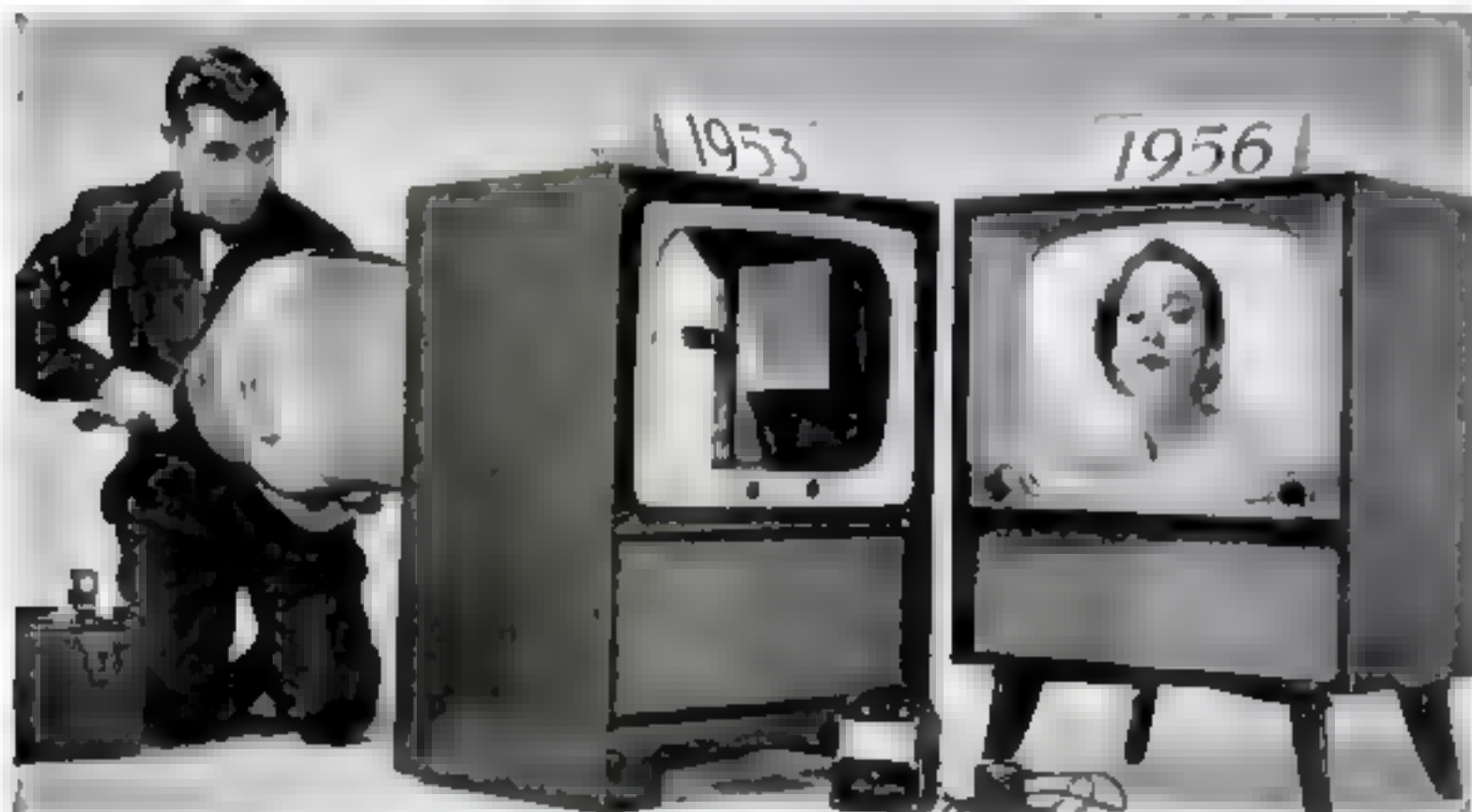


IT'S A SCIENTIFIC FACT! 3 out of every 5 television sets now in use have light-deficient pictures that can be raised to 1956 set performance with new General Electric Tubes.

3-year-old TV with new G-E tubes beats a 1956 model in "light-meter picture test"



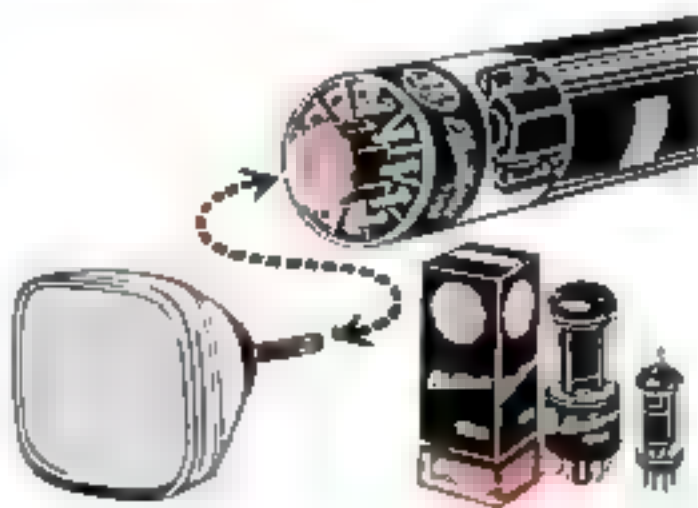
ELECTRONIC LIGHT METER recently tested two TV sets equipped with ordinary tubes, with studio camera focused on still picture for uniformity. Proved up to 60% of the brightness and 50% of picture contrast were lost on the 1953 TV set.



SERVICE TECHNICIAN installs a new "100 Series" G-E Aluminized Tube in the '53 set—tests receiving tubes, replaces weak ones with new General Electric Service-Designed tubes. Now same light meter proves the 3-year-old set outperforms the 1956 television with its non-aluminized picture tube.

Look for the **RED SEAL**—symbol of quality

A G-E Aluminized Picture Tube with the easy-to-identify red seal can give your TV 1956 performance. Enjoy "Daylight Power" viewing—shades up by day—lights on at night. Your neighborhood TV service technician can arrange convenient payment terms for a complete overhaul of every TV and radio you own. Ask for his low-cost "Tune-Up Special" today. General Electric Company, Tube Dept., Schenectady, N. Y.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

166-1A3

TAKEN WITH TOYS CONTINUED



ROCKA-ROUND (\$289.50) is a kind of aluminum merry-go-round designed for children 6 to 12. By shifting their weight riders make it rock and revolve.



SADDLE SLIDE (\$710) is a 1,750-pound piece of cast stone designed by a sculptor. Children from ages 3 to 7 can use it for safe climbing and sliding.

CONTINUED

A WONDERFUL NEW WAY TO CONTROL WEIGHT

NEW Pearson sakrin

The **ONLY** Liquid Sweetener with DARAMIN®, containing
NO Calories! NO Sugar! NO Salt!
(Sodium-Free)

Use it in coffee, tea, hot or cold beverages,
mixed drinks, cereals, desserts, cooking!
It's super-concentrated—only 1 drop equals
the sweetness of 1 whole teaspoon of sugar!

**NEW PEARSON LIQUID SAKRIN PUTS SWEETNESS IN,
LEAVES CALORIES OUT**—will help you be slim, stay slim,
look better, feel better—every meal, every day. And you'll
sacrifice *nothing* in flavor or enjoyment!

Excess weight is a threat to your health. Science
shows that heart disease, high blood pressure
and many other ills are more common in over-
weight persons. *Only 100 calories extra a day
can put on ten extra pounds of fat a year!*
PEARSON SAKRIN can help you avoid hun-
dreds of extra calories a day.

EACH DROP SAVES CALORIES!
One tiny drop of PEARSON
SAKRIN from its attractive
squeezeable dropper bottle—gives
you the sweetening power of 1
teaspoon of sugar *without any of
its calories!* In just coffee, tea, with
desserts and in cooking, it can save
you up to 511 calories and more a
day—that equals *over one pound
of weight a week* in "sweetening
calories" alone!

Unlike some sweeteners that require you to use
2 to 5 drops per teaspoon of sugar, just 1 drop
of PEARSON SAKRIN does the job. And it
leaves no bitter after-taste.

So start with new PEARSON SAKRIN Liquid
Sweetener today. Carry the Regular Size con-
tainer to use at lunch and coffee-breaks. Get
the Super Size to keep at home on the table.

69¢ PEARSON SAKRIN
equals sweetening power of
OVER 10 LBS. of SUGAR
SAVES YOU 18,144 CALORIES!

\$1.49 PEARSON SAKRIN
equals sweetening power of
OVER 25 LBS. of SUGAR
SAVES YOU 45,359 CALORIES!

HOW PEARSON SAKRIN CAN SAVE YOU 511 CALORIES DAILY

(in foods where you usually use sugar)

	CALORIES ADDED BY:	
	PEARSON SAKRIN	SUGAR
Breakfast	Fruit Juice	0 16 (1 tsp.)*
	Cereal	0 32 (2 tsp.)
	Coffee or Tea	0 32 (2 tsp.)
Morning Break:	Coffee or Tea	0 32 (2 tsp.)
	Lunch:	
	Fruit Cup	0 32 (2 tsp.)
Afternoon Break:	Dessert	0 32 (2 tsp.)
	Tea	0 32 (2 tsp.)
	Coffee or Tea	0 32 (2 tsp.)
Dinner:	Grapefruit	0 32 (2 tsp.)
	Dessert	0 32 (2 tsp.)
	Coffee or Tea	0 32 (2 tsp.)

Misc. sweetening, incl. mixed drinks,
snacks while watching TV, as well
as between meals and late evening
snacks, etc.

0 175

**TOTAL DAILY CALORIES SAVED
WITH PEARSON SAKRIN 511**

(EACH TEASPOON)

Figure out your daily calorie savings
with PEARSON SAKRIN—there
may be more or less than above—but
every calorie you save helps control
weight! **SAVE ONE POUND A WEEK IN
SWEETENING CALORIES ALONE!**



SAVES YOU MONEY, TOO!

MAKE THIS TASTE TEST!

Try coffee sweetened with
sugar, and coffee sweetened
with PEARSON SAKRIN.
You can't tell the difference
—PEARSON SAKRIN
SAVES YOU MANY CAL-
ORIES EACH CUP!



GOOD HOUSEKEEPING GUARANTY SEAL!

The world-famous Good House-
keeping Laboratory has studied
PEARSON SAKRIN thor-
oughly and finds it completely
effective in providing sweeten-
ing with **NO Calories, NO
Sugar, NO Salt** (sodium-free). It is a most valu-
able aid in weight control, re-
ducing diets, other cases, saving
hundreds of calories daily.
PEARSON SAKRIN has
earned the Good Housekeeping
Seal



REGULAR SIZE—69¢
(Equals sweetness of over 10 lbs. Sugar)
SUPER SIZE—\$1.49
(Equals sweetness of over 25 lbs. Sugar)
**SAVES YOU CALORIES—
SAVES YOU MONEY, TOO!**

Free



...In every package of
PEARSON SAKRIN—helpful
reducing guide:
"PEARSON SAKRIN
WAY TO SLIMNESS".

PEARSON PHARMACAL CO., INC.
LONG ISLAND CITY, N. Y.

Get PEARSON SAKRIN now at Drug Stores,
Supermarkets, Grocers, Dept. Stores

Pearson sakrin

LIQUID SWEETENER with exclusive DARAMIN



If your car feels like this...



Instead of like this...



You need this...



That cushiony feeling

lasts longer with Marfak — the superior chassis lubricant you get always, at no extra cost, from your Texaco Dealer. Tough, tacky Marfak guards chassis points against wear and rust... won't jar out or wash out... stays with you for extra miles of oh-so-smooth cushiony motoring. Today, drive in for Marfak. See your Texaco Dealer, the best friend your car has ever had.

Texaco Dealers in all 48 states

Texaco Products are also distributed in Canada and Latin America.

TUNE IN: TEXACO STAR THEATER starring JIMMY DURANTE on TV Saturday nights, NBC. METROPOLITAN OPERA radio broadcasts Saturday afternoons, ABC.

TAKEN WITH TOYS CONTINUED

AUCTION AND AFTERMATH



KING-SIZED DOMINOES are put up for bids at auction which ended the party. Selling for \$7.95 when they are new, dominoes went to bidder for \$8.50.



PLASTIC PLAYDOME, which sells for \$88.25, brings top bid of \$25. The auction brought in \$600, of which \$100 was used to meet expenses of party.



BULKY BUY, one of the plastic Playdomes sold, is carted to a car for its purchaser by two helpful guests at the party, Frank Welch and Jim Lattanza.



Now—Wrangler jeans in 6 exciting colors—wheat, light blue, turquoise, red, gray or charcoal. All color-fast Sanforized denim, sizes 10-16. Blouses, about 1.98



He can rough it in Wranglers! Heaviest denim with jam-proof zipper; sizes 4-16. Shirt, sizes 2-16, 3.49

Trim, tapered, terrific! **Blue Bell** Wrangler Western jeans for all the family—2.98 to 3.98



Wranglers score with men of action! Bar tacks at points of strain, sizes 27-42. Shirt, sizes 14-17, 4.98



Youngsters live in Wranglers—regular or Dub-L-Knee. Sanforized denim. Shirt, sizes 2-16, 3.49



Champion Cowboys like Jim Shoulders prefer Wrangler jeans, jackets, shirts.

Remember—every Blue Bell garment carries the unconditional Qualitag guarantee

At your favorite store. Blue Bell, Inc., Empire State Bldg., New York—Canada, W. Hawick Mfg. Co., Montreal





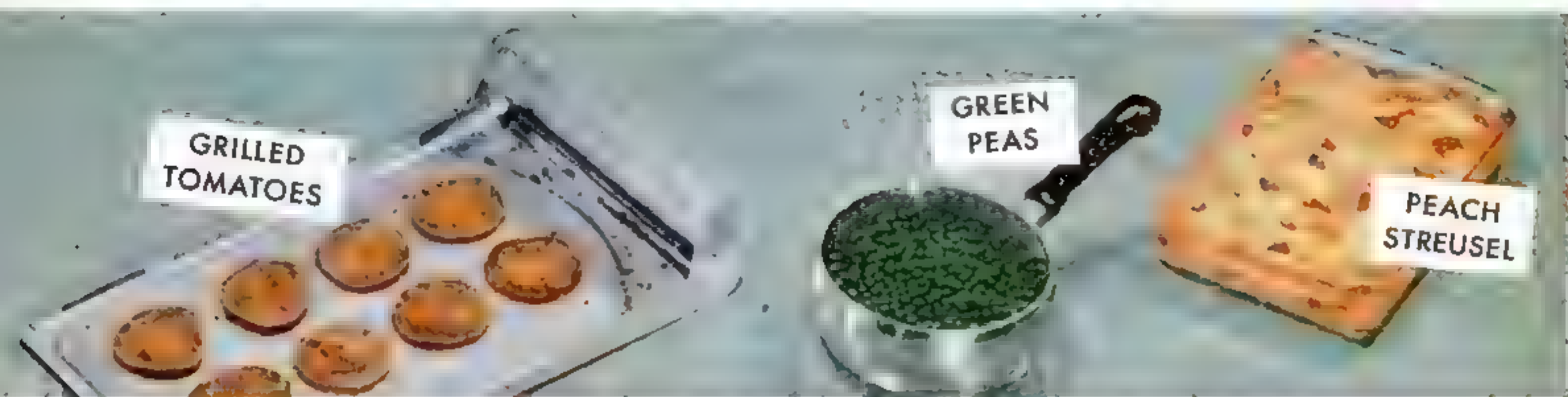
All this, ready all at once, with next to no



Start your color-lovely G-E kitchen now with this new range in a Mix-or-Match color: canary yellow, turquoise green, petal pink, cadet blue, woodtone brown, satin white. Then "dress up" walls and cabinets with matching paint.

Easily installed. Your G-E dealer can arrange for 220-volt wiring if you don't already have it. Cost of range and wiring can be financed with one low down

payment and convenient weekly terms. Your G-E dealer's in the classified phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky.



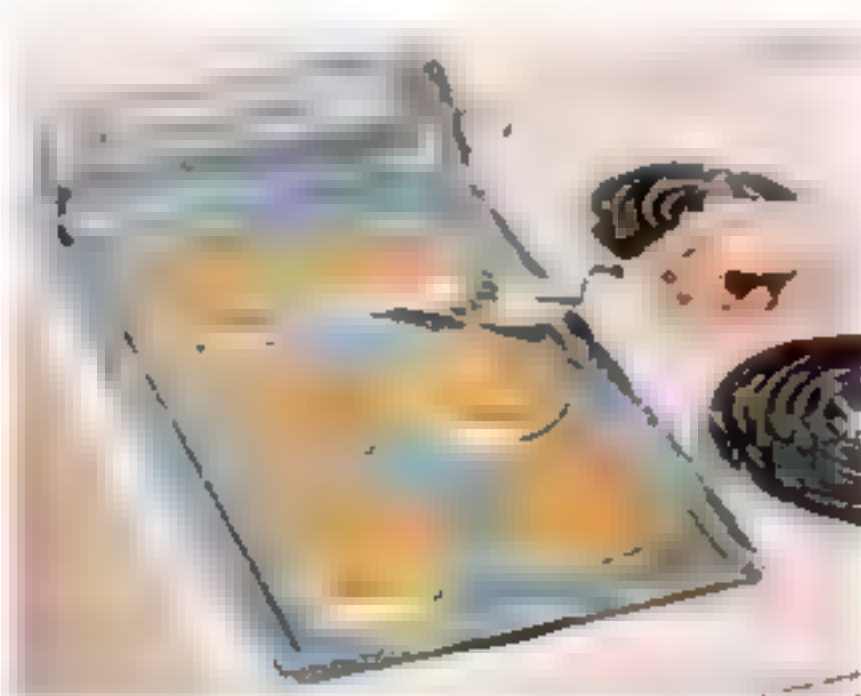
watching. New G-E cooks automatically!

And here's how it's done: when the meat thermometer dial shows the roast is almost cooked, in go the potatoes and dessert. (The Stratoliner oven's so big it holds a huge meal.) When things are ready to serve, oven timer shuts off heat automatically.

On top of the range, the automatic unit cooks peas without attention. New heat-controlled griddle golden-browns tomatoes. Coffee-maker is plugged into timed outlet. For pictures and descriptions of the General Electric automatic helpers, see below.



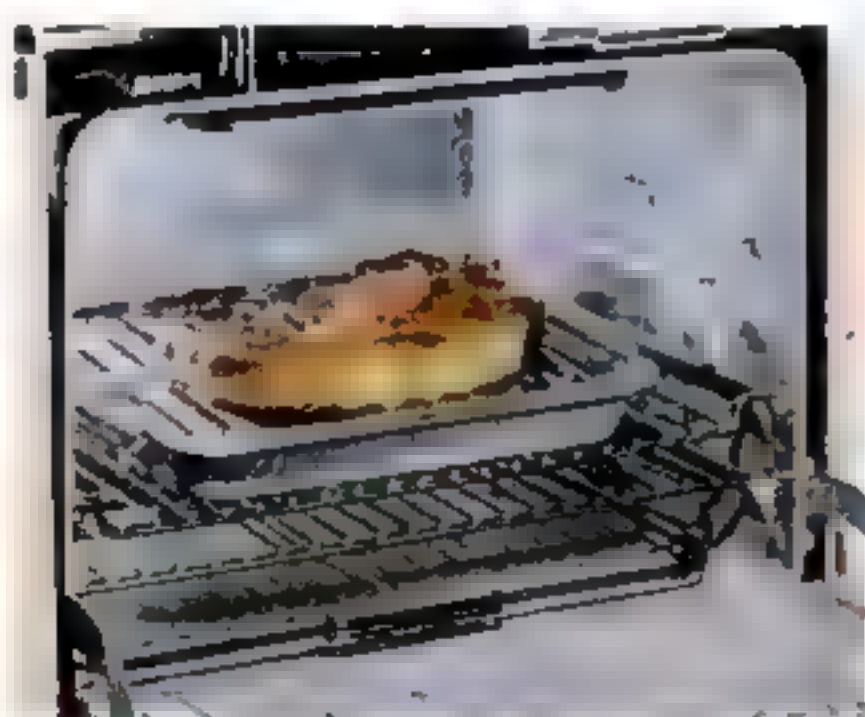
NEW! Automatic meat thermometer. Temperature dial on backplasher (above) shows when meat reaches rare, medium or well-done. No wrong guessing, no opening oven door to peck. One end of thermometer goes into roast, the other into oven outlet. (See oven picture, left.)



NEW! Automatic griddle. Fries, grills, makes perfect, all-alike pancakes. Dial any temperature you choose. Heat spreads evenly over griddle surface, stays put without adjustment. Lightweight griddle lifts off. It's completely washable, stores in range drawer.



NEW! Automatic Calrod® unit. You "set it and forget it." Set dial just once for boiling, warming, frying. Unit comes on at Hi-Heat, quickly brings food to temperature you've set, and holds it there without your hovering around. It's this unit that controls heat for the G-E griddle.



Broil meat the "charcoal" way. "Focused Heat" broiler cooks steaks crispy-brown outside, juicy and flavorful inside. Bake and broil units are fully enclosed—no old-fashioned open coils. Units pull out for easy oven cleaning.



Lighted pushbuttons flick on at a fingertip touch. So convenient, especially when your hands are full or wet. There's a different colored light for every heat. You can see what's cooking, at what speed, from across the kitchen.

Cooks Faster Than Gas!

It's new... it's test-proved. Every G-E range has a Speed-Cooking unit that's faster than the fastest gas burner tested. The 2600-watt G-E unit was tested in G. E. laboratories against the large burner on each of 4 leading gas stoves. Tested in accordance with American Standard Association electric range tests, the G-E unit brought 2 quarts of water to a boil 20% faster. Also, one quart and 2 cups of water were tested, the G-E unit was faster every time.

Gas burners were tested under identical conditions with burner input of 12,000 B.T.U. per hour (large burner requirement under Gas Appliance Mfrs. Association certification standards).

Be modern... cook electrically

Speed-Cooking ranges...so safe...so clean...so dependable

GENERAL



ELECTRIC



Simple Salmon Supper with **STARLAC**[®]—*the heart of milk*

STARLAC SALMON LOAF

(Makes 4 to 6 servings)

1-1 lb. can salmon (2 cups) or 2 cups cooked flaked salmon
2 cups soft bread crumbs • 1 egg, well beaten
1/2 cup salmon liquid • 3 tbs. Starlac powder
2 tbs. minced parsley • 2 tbs. minced onion
2 tbs. melted butter • 2 tbs. lemon juice
1 teaspoon salt • Few grains cayenne pepper

Drain salmon, reserving liquid. Remove skin from salmon, flake, add crumbs and egg. Measure salmon liquid; add water to make 1/2 cup. Add Starlac to liquid and mix; add to salmon mixture with remaining ingredients. Shape into loaf; place on buttered shallow baking pan. Bake in moderate oven 40 min. Let stand 5 minutes. If desired, serve with Mustard White Sauce.

Borden's Starlac brings you all the nutritive elements of milk, with only the water and fat removed.

It brings you the heart of milk—the B vitamins, proteins and minerals of

milk to build strong and healthy bodies.

Starlac, the heart of milk, tastes wonderful! Mixes instantly, dissolves completely, even in ice water. Grand for drinking and cooking!

Borden's **STARLAC**[®]
—*the heart of milk*
—*about 8¢ a quart*

Available in 5-qt. blue package; 3-qt. pre-measured red package; giant 12-qt. package.



The Tale of Hook the Hawk



ARTIST DRAMATIZES BIRD FOR A COMING TV SHOW

The life history of a hawk named Hook was first told by Novelist Walter Van Tilburg Clark (*The Ox Bow Incident*) in a short story, *Hook*, which won a 1941 O. Henry prize. Now in a new kind of animated film, Hook will appear this week on *Adventure* (CBS-TV, 2:30-3:00 EST).

For television Hook's history will be chronicled by Hazard Durfee, one of 19 gifted young American artists whose work *LIFE* presented several years ago (March 20, 1950). Unlike the Disney brand of animation which requires thousands of detailed drawings, the new technique, perfected by Director Abe Liss, required Durfee to make only 200 sketches. The effect of motion is created by camera movement, quick cuts and multiple exposures.

On these pages Durfee's drawings, accompanied by passages from Clark's story, follow Hook from his birth (*right*), the first kill, the shooting, the seagulls who pecked out his eye, to the bloody defeat in a barnyard.



Hook . . . swept freely with the wind over the miles of the conical foothills . . . the slopes of yellowed wheat.

Hook, the hawk's child, was hatched in a dry spring among the oaks beside the seasonal river, and was struck from the nest early. . . . Unable to fly yet, Hook crept over the ground, challenging all large movements with recoiled head, erected rudimentary wings, and the small rasp of his clattering beak. It was during this time of abysmal ignorance and continual fear that his eyes took on the first quality of hawk, that of being wide, alert, and challenging

© 1951, WALTER VAN TILBURG CLARK



The two major events of Hook's young life occurred in the same day. A little after dawn he made the customary essay and succeeded in flight. A little before sunset he made his first sustained flight . . . and slew a great buck squirrel whose thrashing and terrified gnawing and squealing gave him a wild delight. When he had gorged on the strong meat, Hook stood upright, and in his eyes was the stare of the hawk. . . .

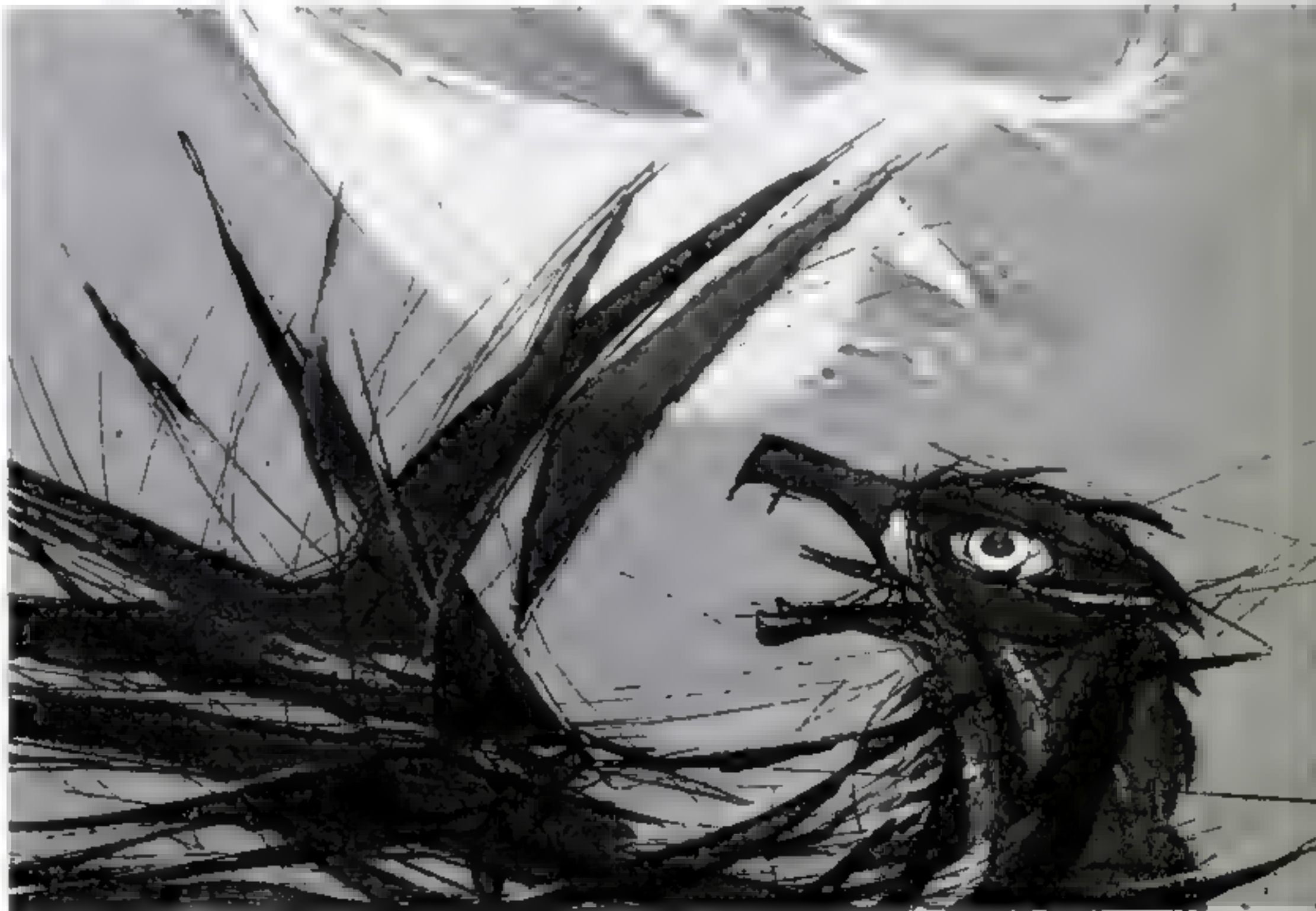
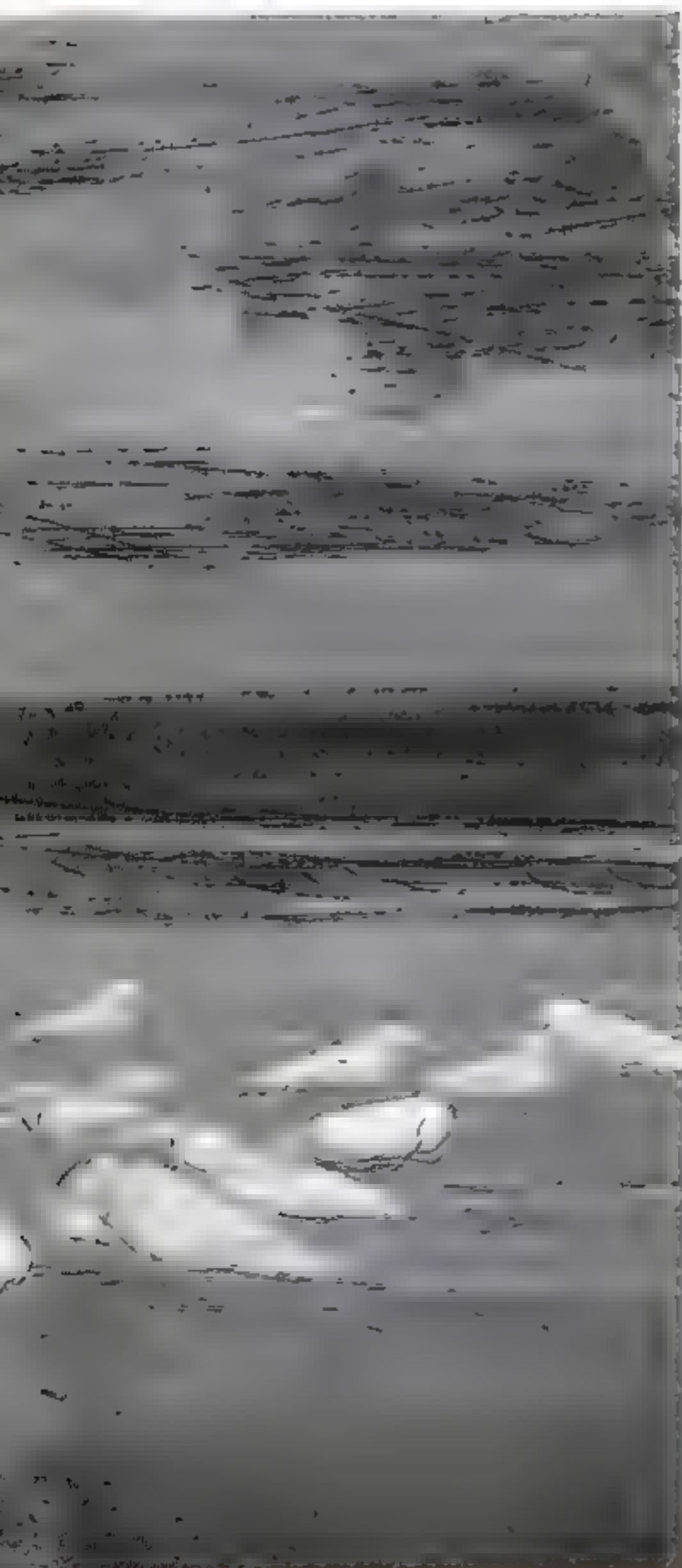
He saw the unmated female perched upon the tall and jagged stump of a tree . . . and sailing down it, felt his neck plumes rise and his wings quiver so that he hovered . . . unsteadily. On a hilltop projection of stone two miles inland he struck her down, and when her coy struggles had given way to stillness, succeeded. In the early summer Hook drove the three young ones from their nest and went back to lone circling above his own range.





One midafternoon, when the black clouds were torn on the rim of the sea and the surf . . . Hook rode the wind diagonally across the river mouth. His great eyes, focused for small things stirring in the dust and leaves overlooked

so large and slow a movement as that of the . . . farmer . . . lifting the two black eyes of his shotgun. . . . Hook felt the minute whips of the first shot, and the astounding, breath-breaking blow of the second.



At dawn . . . Hook crept among the rapid drippings of the bushes, dragging his torn sail. . . . In the succeeding days . . . he foraged on the beach. . . . Denied the joy of space without which the joy of loneliness was lost, the joy of battle and killing, the blood lust became his whole concentration. . . . He became aware that the gulls slept at night on the sand. A sensation of evil delight filled him in the consideration of protracted striking among them.

They banked up quealing and returned, weaving about him in concentric and overlapping circles. . . . He managed to roll to his breast, and to crouch with his good wing spread wide and the other stretched nearly as far, so that he extended like a gigantic moth, only his snake head, with its now silent scimitar, erect. One great eye blazed . . . but where the other had been was a shallow hole from which thin blood trickled to his russet gap.



HOW DATED

is your attitude about
sanitary protection?

Think Tampax is newfangled? Not very popular? Daringly different? You're sadly behind the times! Millions of women have used billions of Tampax. It's available in 75 different countries. And more has been written, printed and read about this product than about any other product of its kind!

Tampax advantages are definite, complete and indisputable. Because it's worn internally, it prevents odor from forming. It's "invisible" when in place. Unfelt when in place. It's easy to dispose of. Convenient to carry in purse. It can be worn in shower or tub or even in swimming. It prevents chafing. Prevents irritation. Wearer's hands needn't ever touch the Tampax. There are 3 absorbency-sizes (Regular, Super, Junior) to meet every need. So small it's not to be compared with an external pad, and it's more absorbent, too.

How long will you go on feeling hampered and harried and uncomfortable? Why be old-fashioned? Go now and ask for Tampax at any drug or notion counter—try it! You'll be glad you did! Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Invented by a doctor—
now used by millions of women

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Absorbency is checked below.

☐ REGULAR ☐ SUPER ☐ JUNIOR

Name _____
(Please print)

Address _____

City _____ State _____



Then one night the dry wind brought him, with the familiar, lifeless dust, another familiar scent . . . he remembered the swift circle of his flight a year past. . . . Hook came down to the farm. In the dark,

wisps of cloud blown among the stars over him, but no moon, he stood outside the wire of the chicken run. . . . He leapt, clawed up the wire, and as he would have fallen, made even the dead wing bear a little.



First he drank at the chill metal trough hung for the chickens. . . . Then he walked stiffly, to stalk down the scent. . . . There was the stuffy, body-warm air, acrid with droppings, full of soft rustlings as his talons clicked on the board floor. . . . The hen house suddenly filled with the squawking and helpless rushing and buffeting of the terrified, brainless fowls.

. . . A dog, excited by the sustained scuffling, began to bark . . . running back and forth along the fence on one side. A light flashed on in an uncurtained window of the farmhouse. . . . The farmer, who at first had not fired because of the chickens, now did not fire because of the dog, and, when he saw that the hawk was unable to fly, relinquished the sport to the dog. . . .

CONTINUED



Suzy's dress POSSIBLY WON'T shrink
out of fit. But how can you be sure?
Even in this day and age, some cottons
shrink. And even a little shrinkage
can make her "outgrow" the dress.

Mary's dress CERTAINLY WON'T shrink
out of fit. The label says "Sanforized."
No matter where you buy it or how much
you pay, a "Sanforized" cotton keeps its fit
washing after washing after washing.

**Why take a chance
on shrinkage
when "Sanforized" certainly
costs you no more?**



**Boiled, washed
for an hour.**

Every plant producing "Sanforized" fabric must make this rugged shrinkage test — double-checked by "Sanforized" field engineers. That's why you can depend on "Sanforized." But, remember, it's not a "Sanforized" cotton unless it says so on the label.



Cloett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1935, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



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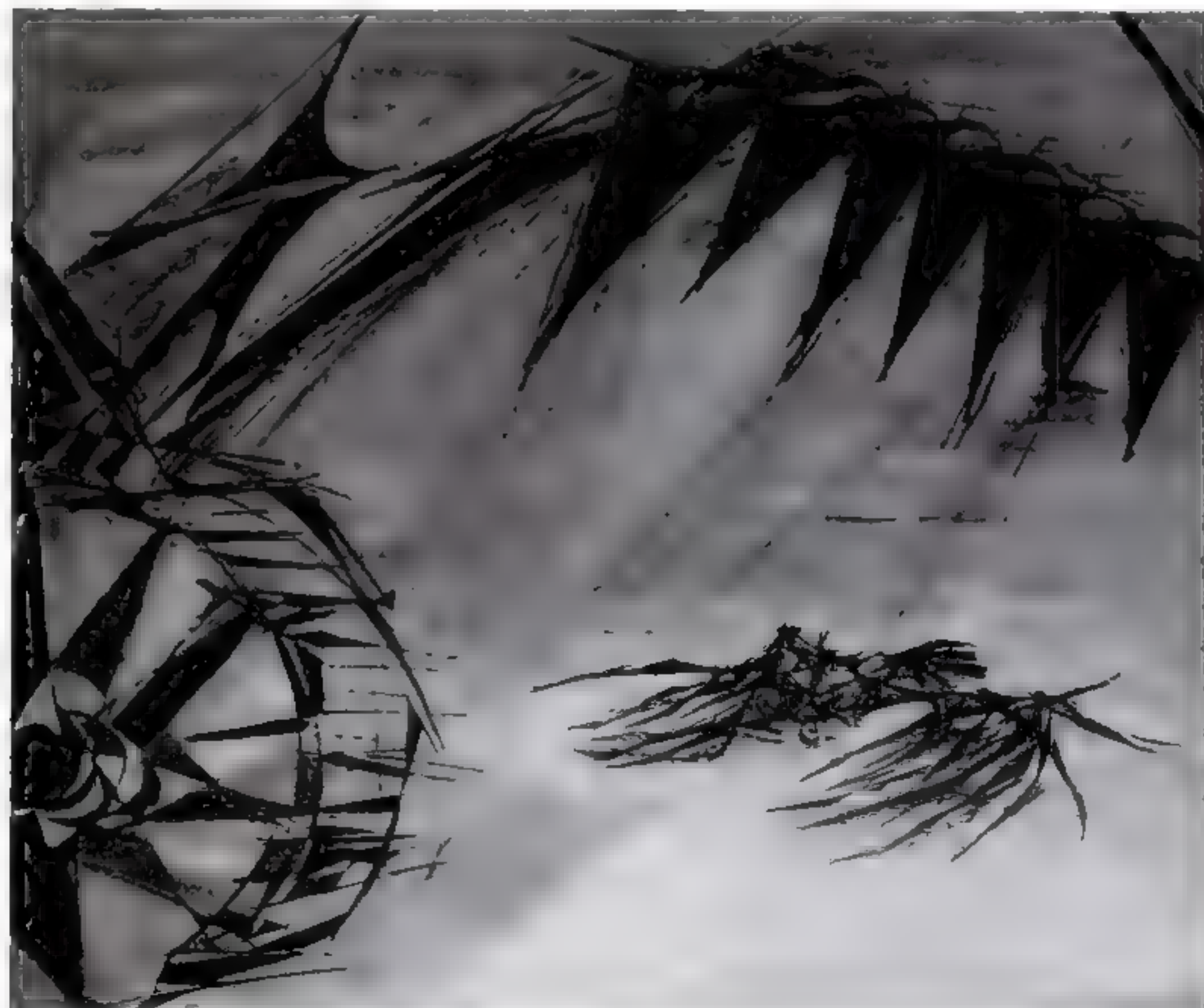
15¢ - 25¢ - 39¢ SIZES

HOOK CONTINUED



In the circle of the light Hook turned to keep the dog in front of him. His one eye gleamed with malevolence. . . . Each time he pounced Hook stood ground, raising his good wing, the pinions torn by the fence, opening

his beak soundlessly, and at the closest approach hussed furiously and at once struck. . . . The dog whined, and the man spoke to him encouragingly. . . . The dog rushed bodily. Unable to avoid him, Hook was bowled down, snapping and raking.



With his talons up, Hook raked at the dog's belly, but the dog conceived the finish, and furiously worried the feathered bulk. Hook's neck went limp, and between his gaping clappers came only a faint chittering. . . . Between the great sails the light body

lay caved and perfectly still. The dog, smarting from his cuts, came to the master and was praised. The woman, joining them slowly, looked at the great wingspread, her husband raising the lantern that she might see it better. "Oh, the brave bird," she said.

In the House of Fun at Coney Island's Steeplechase Park



Illustrated *79- Lightweight two-way stretch nylon girdle, 2" collar. Sizes 24-30. White, \$7.95.

she's wearing a **sarong**

the criss-cross girdle that walks and won't ride up



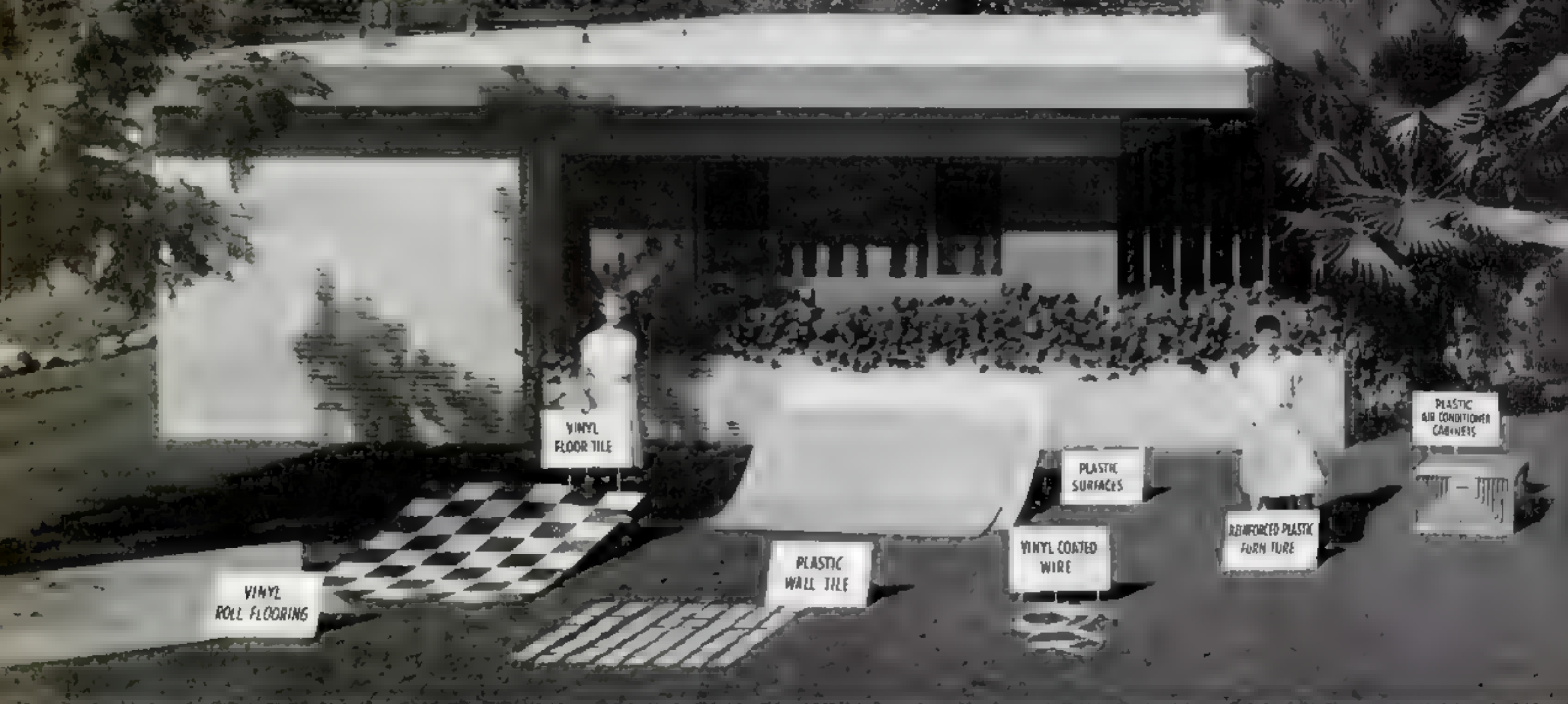
It's completely different. And you'll feel the difference immediately—all through the day! Only Sarong's unique, patented criss-cross feature lets you walk, bend and sit with wonderful freedom. Never, never rides up! Because of its exclusive construction, Sarong actually lifts and flattens your tummy comfortably. Try a lightweight, boneless Sarong. See how different you look and feel. See how Sarong slims you into fashion's glamorous new lines. Sarong girdles from \$7.95 at better stores everywhere.

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the patented girdle

with the criss-cross front



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Mixing creative research with production know-how, Monsanto tailors myriads of old



FRESH BEAUTY FOR BUSY ROOMS—a cinch when chemistry helps! Take this modern bathroom: walls are gaily-colored, washable plastic tile in a new fluted design. Counter tops are gleam-

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TOPS that resist heat, wipe clean



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ALSO CONTRIBUTE TO HOUSE PAINTS, LAWN CARE, A CLEANER FAMILY WASH; AND THEY SIMPLIFY HUNDREDS OF OTHER HOUSEHOLD TASKS.

SOLIDS SPARK NEW IDEAS IN HOMES

and new products to meet the needs of people. Here are a few examples, close to home



WOOD'S GOOD and Monsanto chemicals make it look better, last longer. ABOVE: Rez finishes make wood users happy! Now in 13 fashion colors—from flamingo to Charentais—these easy-to-apply finishes

enhance wood's natural beauty. Use Rez inside and out. BELOW: Beams (1), sills (2), posts (3) are pressure-treated with Penta wood preservative, will resist termites, insects, decay for an estimated 30 years



CARPORT GOES PATIO under a festive, light-transmitting roof of reinforced plastic panels. These strong sheets are made of glass fibers bonded with resins that contain Monsanto chemicals. They come in dozens of colors, won't rot or warp, make decorative room dividers, too. You can nail, bolt or saw them like wallboard!



MANUFACTURERS: If you are interested in any of the above materials—are considering ways to use them in your business—or want more information, write Industrial Service Department, MONSANTO CHEMICAL COMPANY, St. Louis 4, Mo. NEXT MONTH: MONSANTO CHEMISTRY IN CONSERVATION

WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU

Your cold develops in 5 stages

1 SNEEZING, SNIFFLES AND STUFFY NOSE

The anti-histamine in Coldene is exceptionally successful in attacking colds caused by allergies. It, together with a powerful decongestant, is also helpful in relieving sneezing and stuffiness brought on by other types of colds. At the first stage,

Coldene catches your cold!



2 SORE THROAT

Here two drugs in Coldene bring relief for irritated membranes and tickling sensations. Many remedies do not provide sustained relief from these miseries. In addition, a demulcent syrup soothes the raw surfaces of your throat. At the second stage,

Coldene catches your cold!



3 CONSTANT COUGHING

caused by a sore or tickling throat. Coldene helps quiet nerves which produce coughing. And because it eases swallowing and reduces the tickling sensation, it helps bring relief. At stage 3,

Coldene catches your cold!



4 TIGHT CHEST

occurs when irritated and inflamed bronchial membranes produce phlegm. At this stage, Coldene uses the expectorant, Ammonium chloride, to thin down and loosen the phlegm. Again—

Coldene catches your cold!



5 MUSCULAR ACHES

help create restlessness, increase nervous tension, retard slumber. The analgesic in Coldene is noted for helping to produce sustained relief from these torments. Other ingredients provide rest needed for normal recovery.

Coldene catches your cold!



SOLD ONLY IN
DRUG STORES
BY REGISTERED
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MOST POWERFUL COLD MEDICINE YOU CAN BUY WITHOUT A DOCTOR'S PRESCRIPTION

The common cold is not a single, simple ailment. It is a disorder which attacks various parts of your system, bringing a variety of miseries to different parts of your body as it develops and spreads.

Coldene is unlike any cold-and-cough medicine ever offered over druggists' counters. For it doesn't rely on the limited powers of one or two ingredients, but unites the powers of several potent drugs . . . all in proper balance.

The pictures above show the five stages of the common cold, and also how the many effective ingredients in Coldene attack the miseries of your cold—whatever its stage.

Coldene is a prescription-type medicine. It

contains a powerful analgesic and nerve relaxer. And these ingredients together with a decongestant, an expectorant and an anti-histamine, tell you why Coldene is so potent. Most powerful cold medicine you can buy without a doctor's prescription.

Again Coldene is different! Unlike hard-coated antihistamine tablets which may take a long time to absorb, Coldene is a liquid and goes to work fast. Nor do you wait for it to reach your stomach and be digested. For some ingredients in Coldene go to work the moment they touch your throat's membranes. And Coldene's liquid form distributes its relief-giving powers faster throughout the body.

Coldene catches your cold

COPY, 1954 BY PHARMA-CRAFT CORPORATION

Ted Holds Up Sox

BOSTON'S BIG CHANCE RIDES WITH WILLIAMS

Everybody in Boston knew it; the management of the Red Sox knew it, and even Ted Williams himself—who had not done a full week of spring training in four years—knew it. The Red Sox had to win the pennant with Williams in 1956 or probably wait years for another chance.

The fans who moaned when Williams sat out the first third of last season took heart as he unlinked his 37-year-old muscles at Sarasota, Fla. The only player in the last 25 years to hit .400, Williams would like to win his fifth batting title and raise his lifetime average that now stands at .348. Fidgety and lippy, he flung himself into routine chores and bragged, "I'll get my 100 runs batted in and 35 home runs."

Manager Mike Higgins (*below*), who hoped his star's friskiness would last out the season, was planning to make the most of what might be Ted's last year. He had traded some promising youngsters for some proved old pros (*p. 168*) to help add experience in the short-term push. His pitching and infield needed altering but the Red Sox official attitude was, "We are tired of prospects—we want a pennant."



LONG TRAINING PULL to stretch back muscles is made by Williams who willingly repeats dull

routine. Clubhouse man Johnny Orlando watches. Overweight, Ted says he wants to lose 12 pounds.



HOPEFUL MANAGER Higgins looks on at practice. He did well to bring last year's team in fourth.



The grit and dirt your motor oil picks up as you drive become a gummy sludge. It can pin your car down with scored cylinders. You can get stuck with burned-out bearings and gummed-up hydraulic valve lifters, unless you keep this pin-pointed trouble away from the precision parts of your car engine!

The next time you change your oil, install a WIX Cartridge in your oil filter. No WIX Cartridge — and millions have been used — has ever failed to do this big job of keeping motor oil clean and paying off for the economy minded motorist who has used it. You'll find WIX is oversize in sludge capacity, but undersize in cost.



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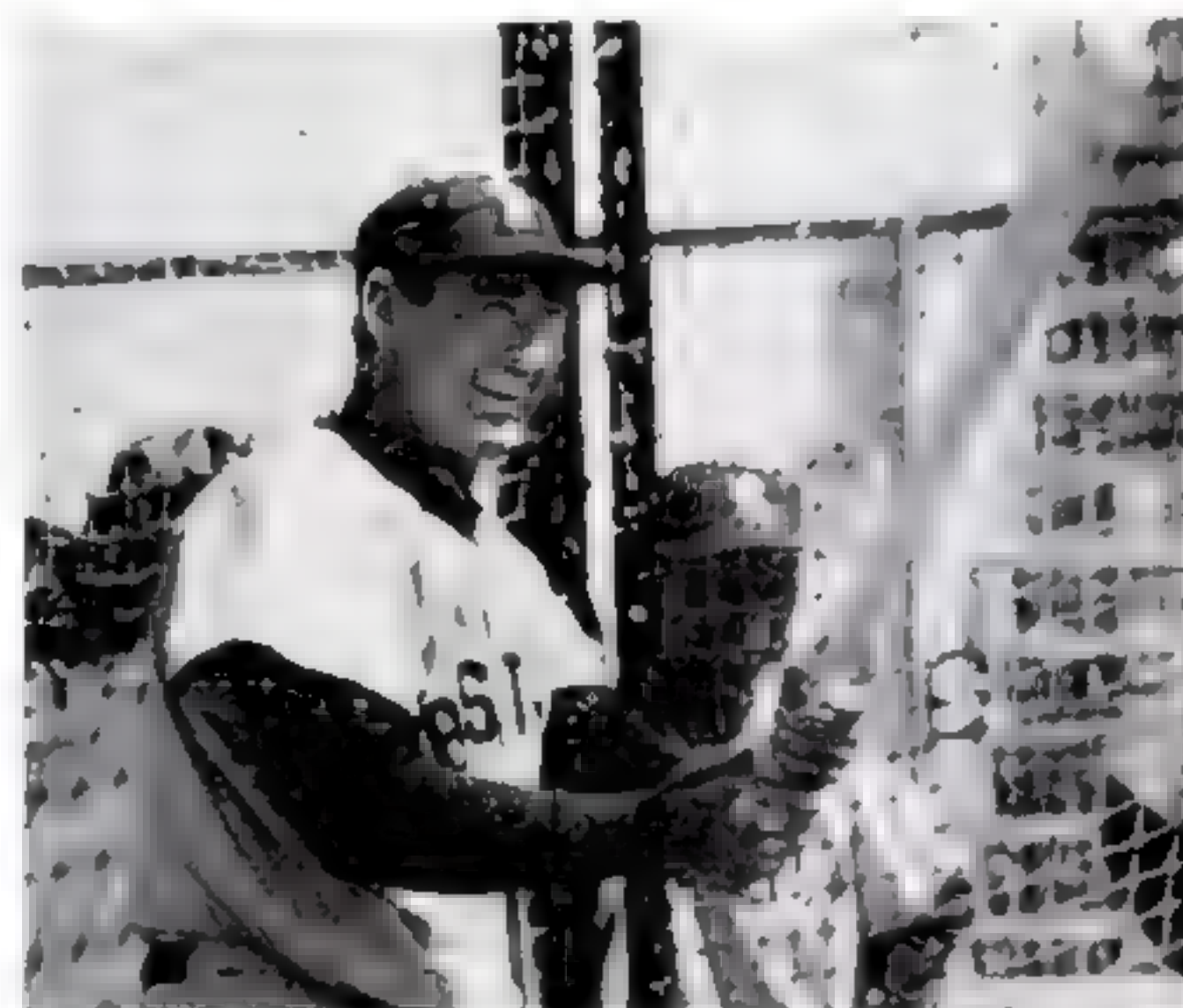
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In Canada: Wix Accessories Corp. Ltd., Toronto

SOX CONTINUED



HERO'S ENTRANCE, which fans had been hanging around clubhouse to watch, is made by Williams as he sprints out for the first day of training.



JOY OF HITTING shows on Williams' face as he takes an early turn in the batting cage. Despite his eagerness to hit, he went slow to avoid blisters.



WORK OF FIELDING is no pleasure to Williams as he bends for a grounder in a pepper game with some teammates. He much prefers to do the hitting.



Who'll bring home the bacon for your family if an accident or sickness keeps you off the job? After a month or more without a pay check, how long could you meet even your week-to-week living expenses? Think it over carefully—then think how reassuring it would be to have a **MONY** total disability income policy to help carry your family through such an emergency. Don't put it off another day. Find out more about these **MONY** policies and the coverage they provide—protection which can mean so much to your peace of mind.

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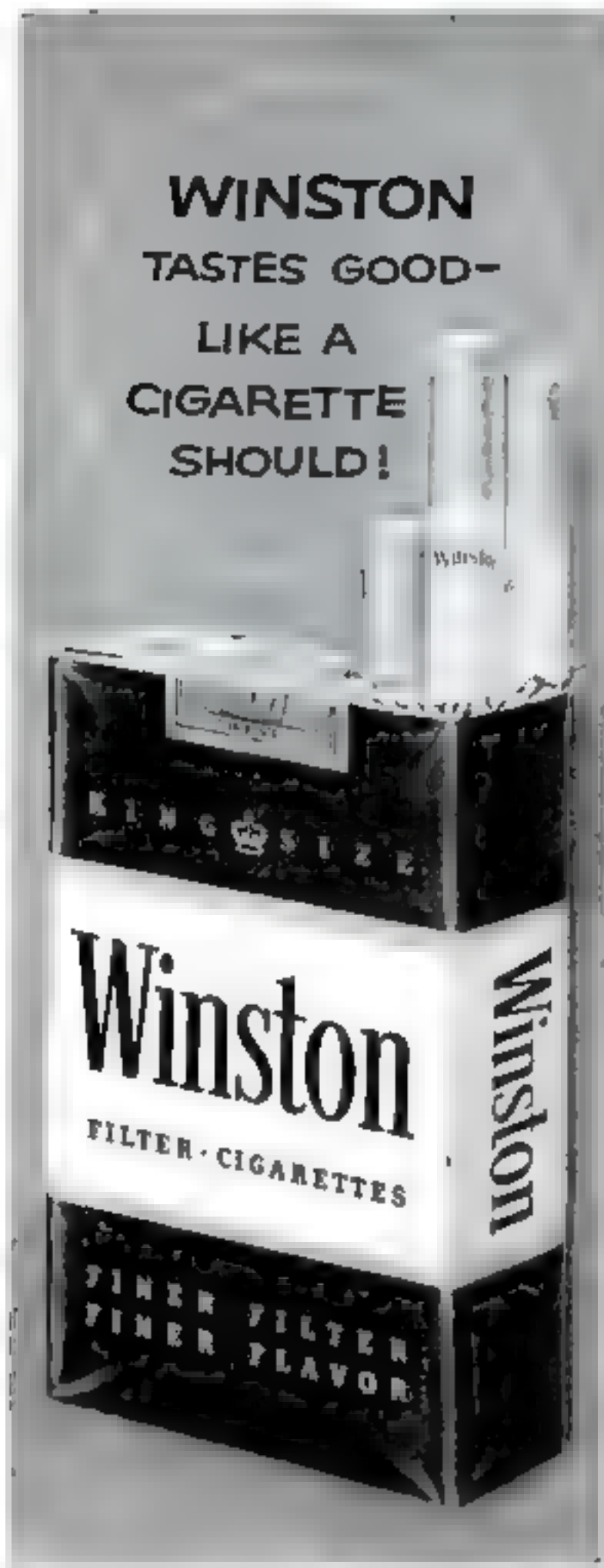
Please send me free information about MONY's Total Disability Income policies. I am particularly interested in: ☐ low-cost coverage which is renewable annually at the option of the Company until age 65; ☐ higher-cost non-cancellable coverage for preferred risks—guaranteed renewable to age 65.

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Samovar
 truly fine! VODKA



Product of U.S.A. Bozka Kompaniya, Schenley, Pa. and Fresno, Calif. Made from Grain, 80 and 100 Proof



TED GIVES A TIP to Rookie Gordon Windhorn (right) in the quiet clubhouse. Windhorn, an outfielder with only

brief minor-league experience, shyly approached Williams and asked him why he gripped his bat close to his body.



NEW OLD PROS, Bob Porterfield (left) and Mickey Vernon, take wind-sprints in front of the outfield wall. Pitcher

Porterfield, 31, and first baseman Vernon, 37, were acquired last fall by Boston in a trade with Washington.

You always get more for your money with RCA VICTOR TV



whether you spend \$199⁹⁵†

"HIDDEN PANEL" TUNING. Dials are concealed. You tune standing up! New "All-Clear" picture with RCA "Silverama" alumi-

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STAR PERFORMER. High-priced performance and high-style cabmetry at moderate cost. "4-Plus" performance—extra brightness,

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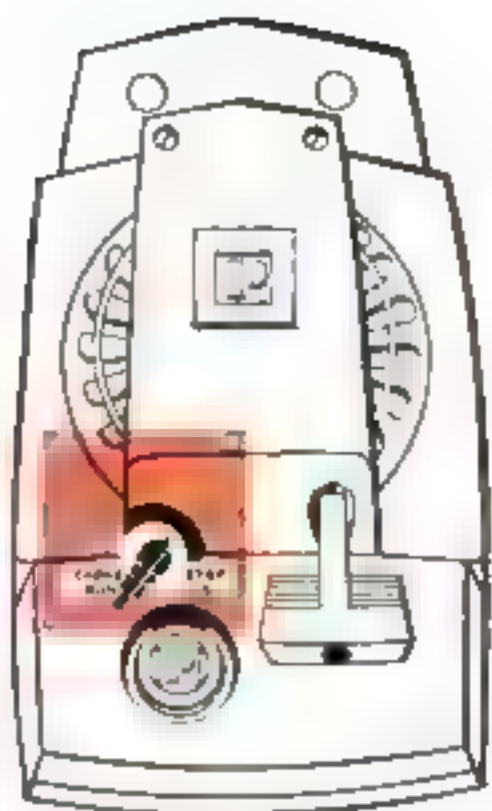
Manufacturer's nationally advertised VHF list prices shown, subject to change. Slightly higher in far West and South. UHF optional, extra. * See Milton Berle, Martha Raye on NBC TV alternately, 2 out of every 3 Tuesdays. And don't miss NBC TV's spectacular "Producers' Showcase" in RCA Compatible Color or Black-and-White, April 2.

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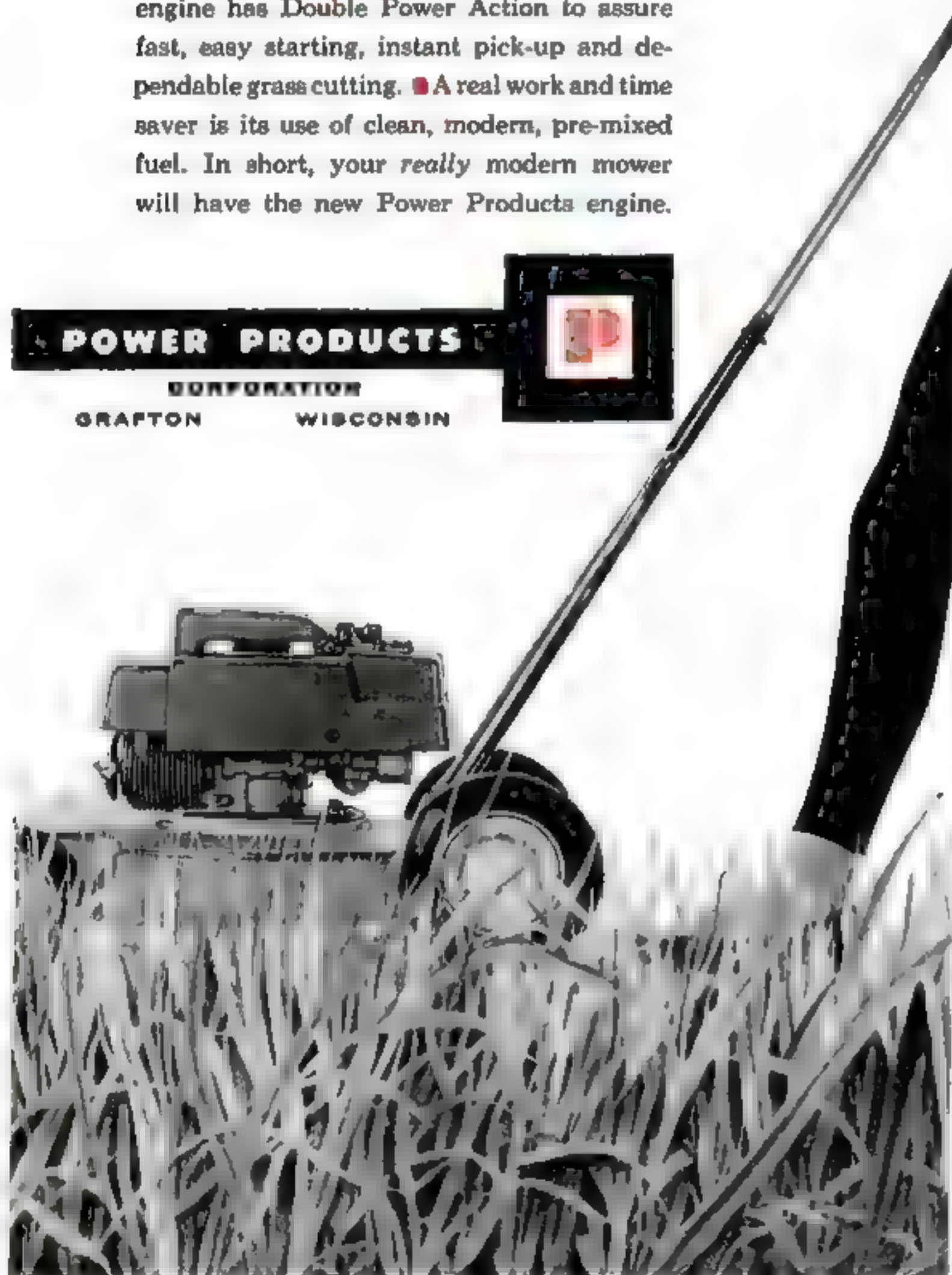
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The latest in mower operating convenience! One 4 position fingertip control on a modern instrument panel to start, run, idle and stop the engine.



HOW TO SELECT A MODERN MOWER

Your mower dollar can buy more in '56 if you insist your new mower have a modern engine. As a smart shopper, you can demand these new convenient features to make your grass cutting job easier. ■ The Instrument Panel Control (see above) is the most exciting new feature on modern 1956 mowers. ■ Annoying neighborhood noise is eliminated with Power Products' exclusive new Hush-Tone Muffler. ■ The modern Power Products engine has Double Power Action to assure fast, easy starting, instant pick-up and dependable grass cutting. ■ A real work and time saver is its use of clean, modern, pre-mixed fuel. In short, your *really* modern mower will have the new Power Products engine.



SOX CONTINUED

DOUBTS AND TROUBLES



PROBLEM PITCHER

Mel Parnell tests his arm, which was broken in 1954. Once the best pitcher on the team, he has won only five games in two seasons.

UNFAMILIAR JOB

is tried by Billy Klaus, the shortstop last year who is being tried out at second base. Manager Higgins is watching him cover base.



PAINFUL EFFORT

at situps is made by pitcher Frank Baumann who has shoulder trouble. A minor league whiz, his shoulder went bad in the service.





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competitive cars combined!**

All new styling . . . longer body . . . sensational Pushbutton Drive Control . . . New Highway Hi Fi . . . revolutionary new Brake System . . . concealed exhaust outlet . . . Instant Heating System. These are most of the new and newsworthy advances that have made the headlines since the new Chrysler models came out. And

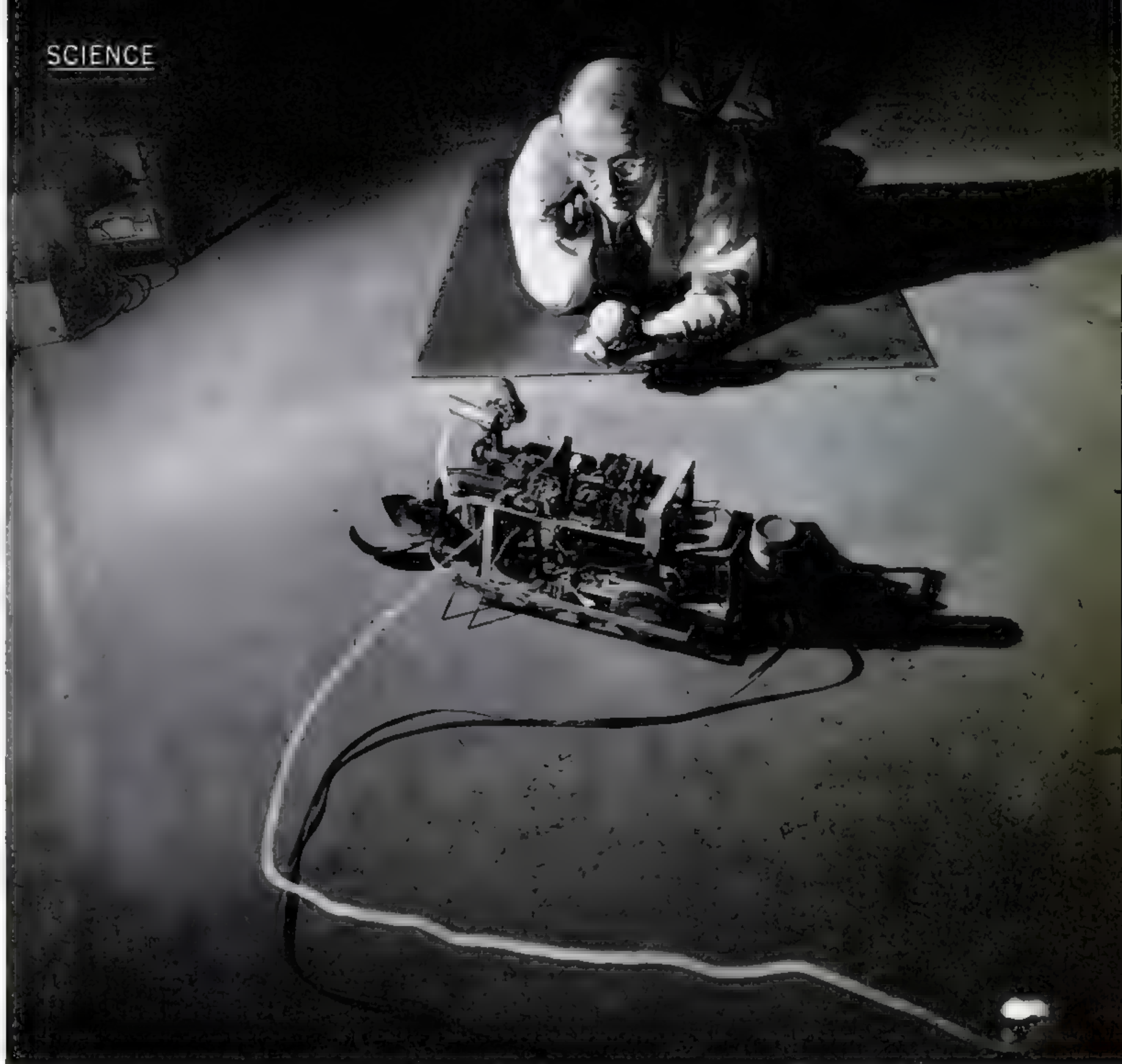
all of them are exclusive with Chrysler in its price class!

Not to mention the airplane-type V-8 engine and full-time power steering . . . major advances which Chrysler has had for years . . . and which competitive cars *still don't have*.

Compare the newness of the "PowerStyle" Chrysler with the other cars in its price class. See if it isn't the only *really new* 1956 car with more new car enjoyment for you now, more re-sale value when you want to trade it in. Yet,

if you are going to buy any medium-priced car . . . even a "low cost" car with all the optional equipment . . . you can own a Chrysler Windsor V-8 and pay no more—probably \$1000 *less* than you think! See it at your Chrysler Dealer's

"PowerStyle"
CHRYSLER
BIGGEST BUY OF ALL FINE CARS!



BERKELEY BECKONS "SQUEE" WITH FLASHLIGHT WHOSE BEAM, STRIKING PHOTOCELLS MOUNTED IN TUBES ON TOP, MAKES IT "FIND" AND PICK UP BALL

ROBOTS FOR FUN

Scientist makes good business out of an odd hobby

Tinkering with homemade electronic brains to make them behave like people or animals is nothing more than a pastime for many scientists. But a computer engineer named Edmund Berkeley makes a tidy living out of his enthusiasm for the little monsters. In his New York laboratory, Berkeley Enterprises, he conceives electronic creations by the dozen for sale or rental.

They include a mechanical rat which can find its way through a maze, a machine which is unbeatable at ticktacktoe (*next page*) and an inexpensive build-it-yourself computer called the Geniac

which solves problems in everything from arithmetic to logic (*p. 176*). Berkeley's current delight is a highly ingenious and thoroughly impractical little device called "Squee" (*above*) which slowly rolls around the floor picking up tennis balls. It would be of little use to tennis players because it operates only in darkness. Furthermore, since the machine is attracted only by light, a player would have to beckon Squee to the ball with a flashlight. But Berkeley is making Squee earn its keep all the same by renting it out to electronics exhibitions where it always stops the show.

BERKELEY'S GLASSES REFLECT DIFFICULT GAME WITH TICKTACKTOE MACHINE—→




LOWEST-PRICED!
Save \$30 on a complete, full-size

APEX

HOME

dyno-cleaner



POWERFUL
 $\frac{1}{2}$ H.P. Motor

ALL-STEEL
 Construction

SUPER-SIZE
 Disposable Dust Bag

WASHABLE
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Complete with
 Deluxe Cleaning Tools

RUG NOZZLE UPHOLSTERY NOZZLE

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**MORE POWERFUL THAN CLEANERS
 PRICED AT \$69.95 AND UP!**

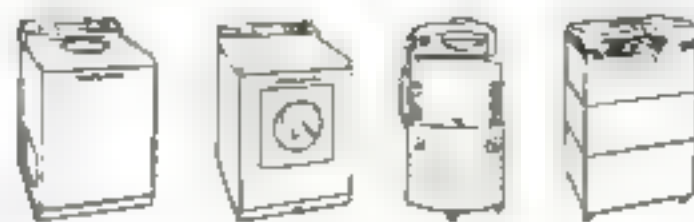
\$39.95

Slightly higher
 in West

Here's the wisest cleaner buy you'll ever make! *So powerful . . .* the Apex Dyno-cleaner gives you super-suction for "deep-down" cleaning. *So efficient . . .* with a complete tool set for thorough basement-to-attic cleaning. *So handsome . . .* with smart two-tone color styling. Low down payment, terms to suit your purse. Buy it now at your nearby Apex dealer's and save!

A product of one of the world's leading manufacturers of home-laundry equipment, dishwashers and vacuum cleaners for over 40 years

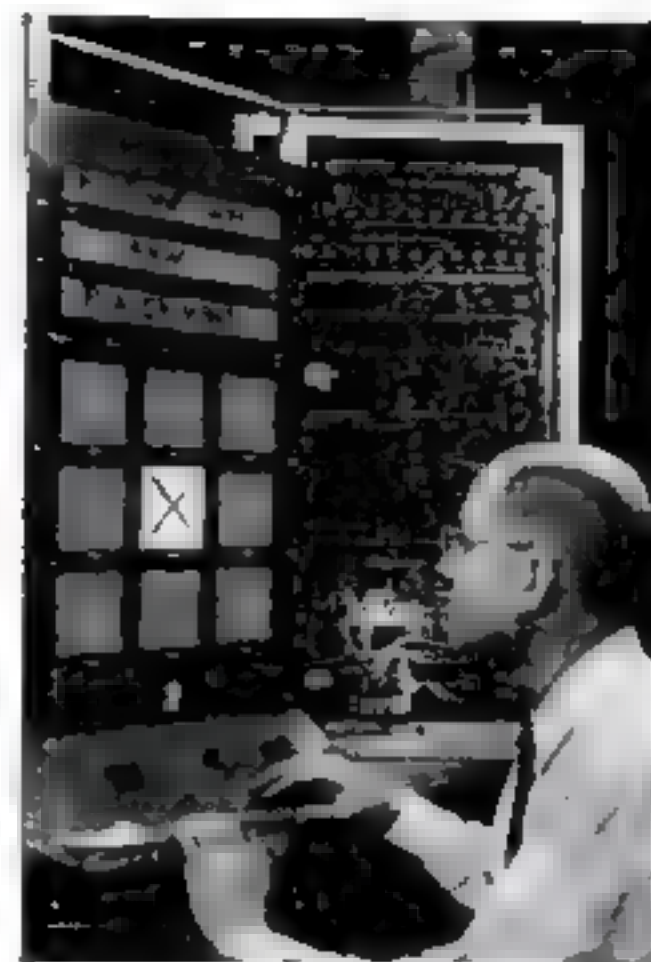
Apex *hour-saving appliances*



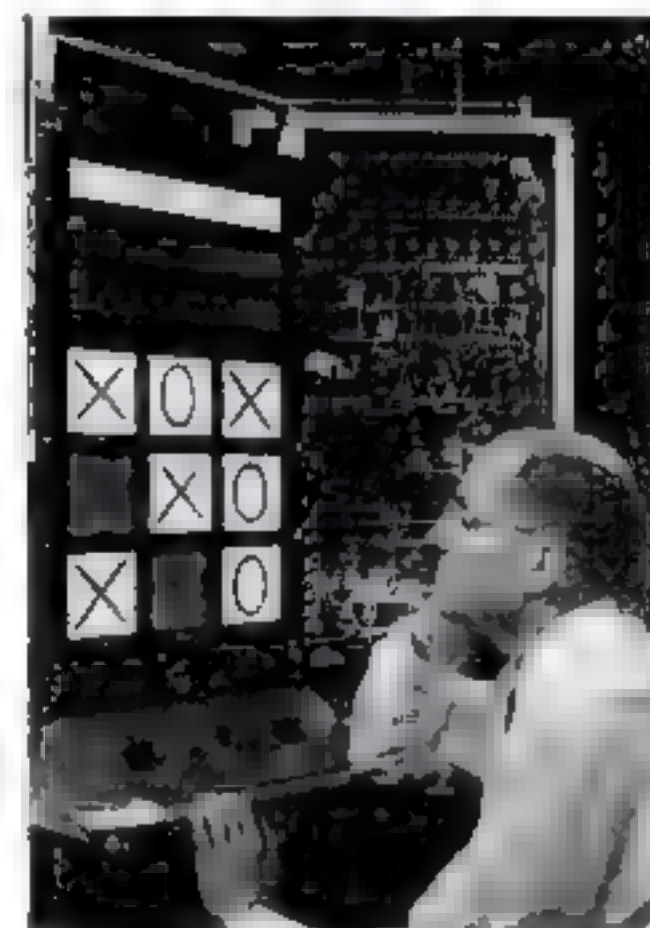
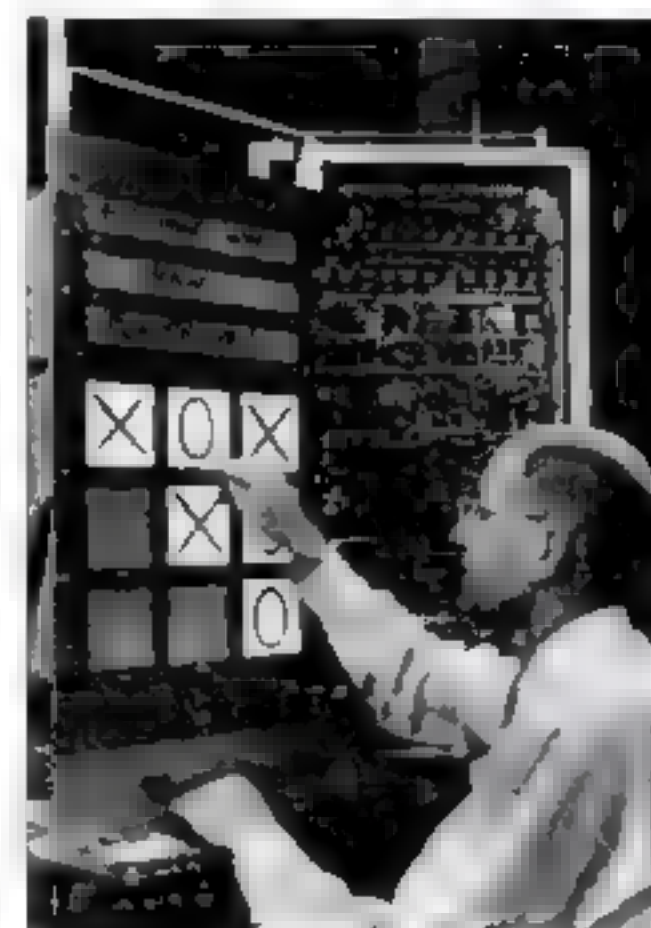
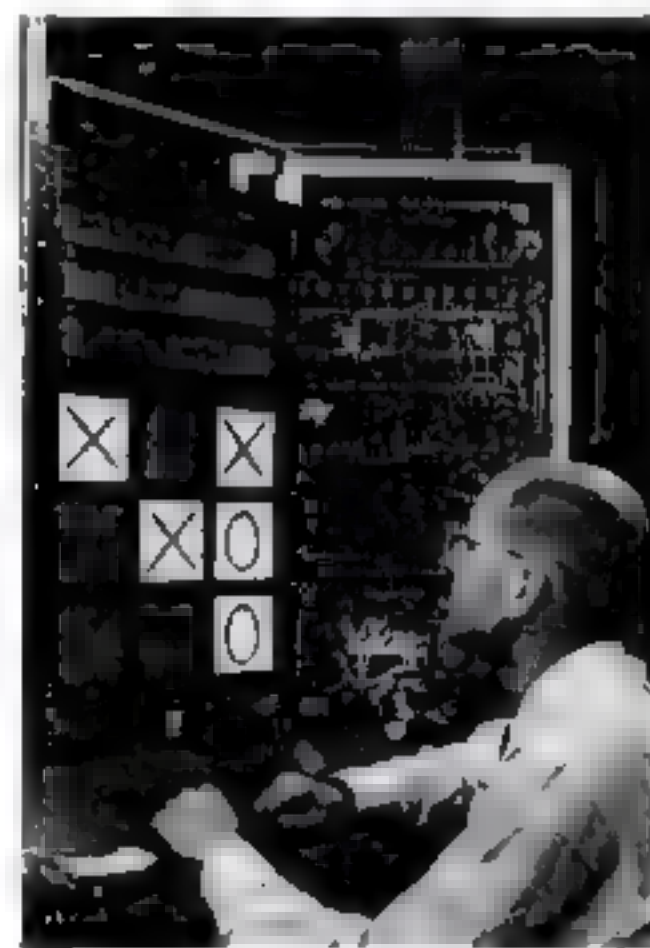
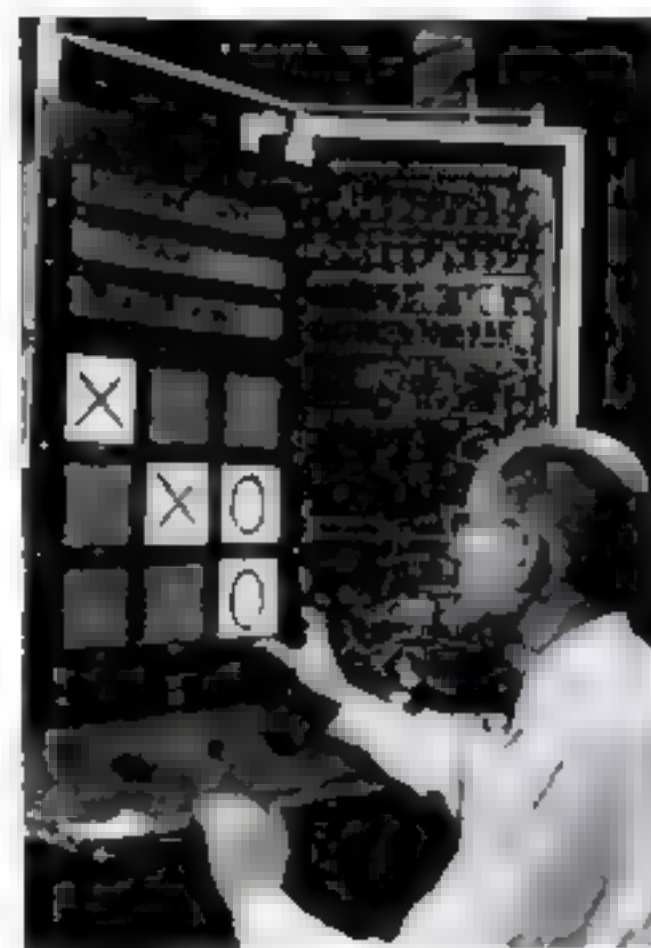
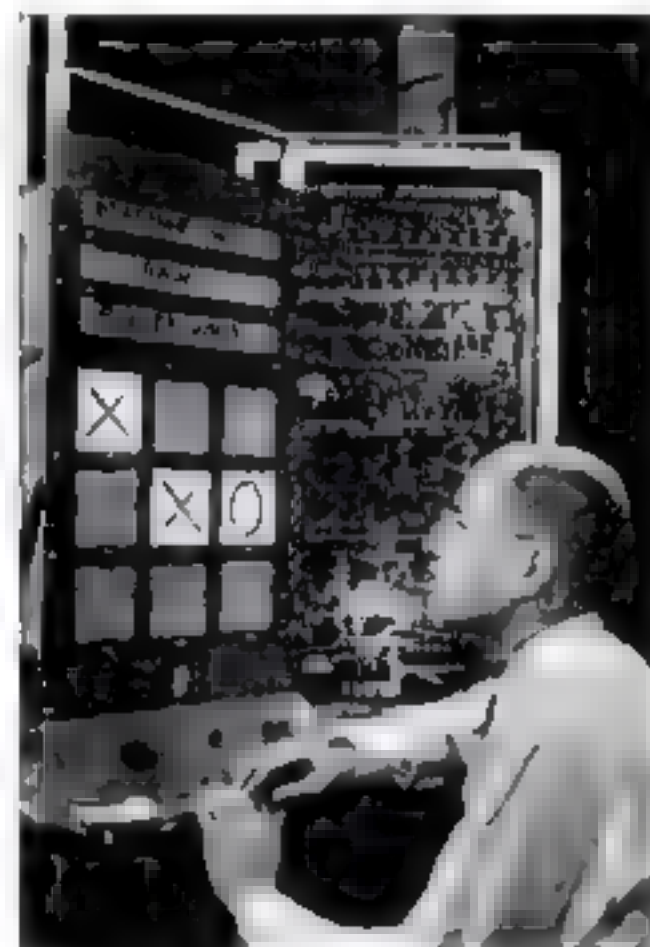
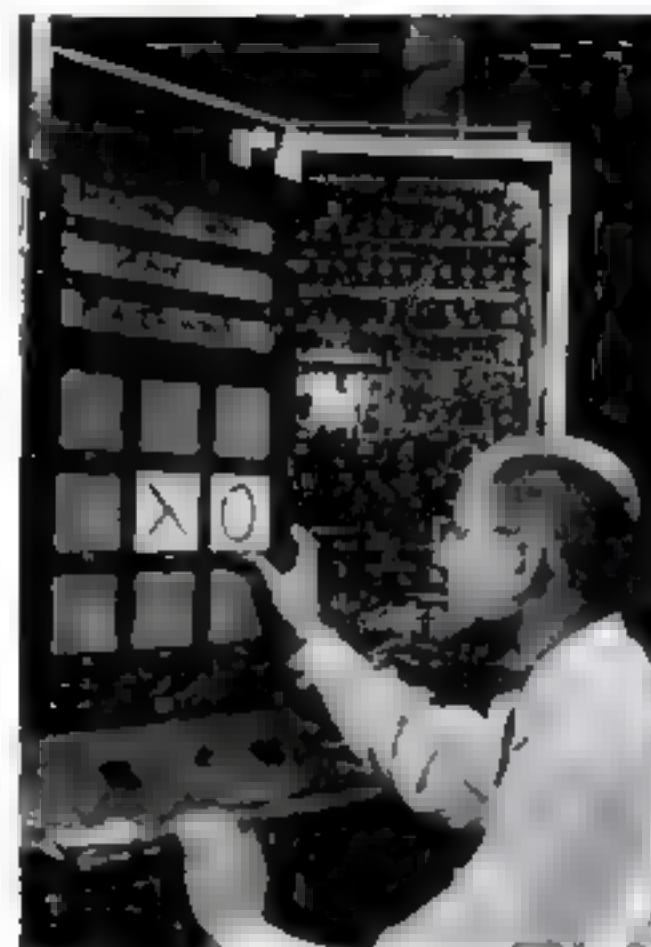
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ROBOTS FOR FUN CONTINUED

MACHINE BEATS ITS MAKER



Berkeley's ticktacktoe machine cost \$3,000 and has 60 electrical relays which "decide" which play to make on an illuminated panel board. If it is allowed to make the first move, the machine picks the center. Thereafter, every time its human opponent makes a move by punching a button on the board, the machine consults its own built-in strategy and selects the best move. The machine cannot be beaten, only tied. How it triumphed over its own maker, playing zeroes against the machine's crosses, is shown in the sequence here.



ILLUSTRATED

This is the one that's delicious for drinking!



AMAZING MILK DISCOVERY

Carnation—the "Magic Crystals" Instant

FASTEST MIXING, TOO!—There is no other like new Carnation Instant—the one and only Magic Crystals milk discovery.

MAGIC CRYSTALS burst into delicious, fresh-flavor nonfat milk instantly, with just a light stir of the spoon—even in ice-cold water. No shaking, no lumps, no foam.

FRESH MILK FLAVOR, ALWAYS HANDY... Carnation Instant brings you true, fresh milk flavor sealed in Magic Crystals. *You* unlock the fresh flavor *each time*.

READY TO DRINK immediately after mixing... or for cereals or for *any* milk cookery. No special recipes are needed.

ALL THE PROTEIN, CALCIUM AND B-VITAMINS OF FRESH WHOLE MILK... and you can make it even *richer!* A single extra heaping tablespoon of amazing Magic Crystals per glass gives the family 25% more of these wonderful values. Plus a rich flavor everyone loves!



Best every way—prove it yourself!

CARNATION MAGIC CRYSTALS MIX INSTANTLY

Photograph shows Magic Crystals mix instantly and completely, with only a light stir—even in ice-cold water!



CARNATION MAGIC CRYSTALS DO NOT CAKE

Exposed to moist air, other types cake, harden. Magic Crystals stay fresh, free-flowing, even in dampest weather.



SAVES 1/2 ON MILK BILLS—for Drinking, Cooking, Baking

In convenient 3-quart and economical 8-quart sizes. Look for the easy-pour spout.

How to give Thrifty Dishes Extra flavor!

Beef Stew

Add one tablespoon French's Worcestershire Sauce to each 2 lbs. of meat before simmering.



Pork Chops

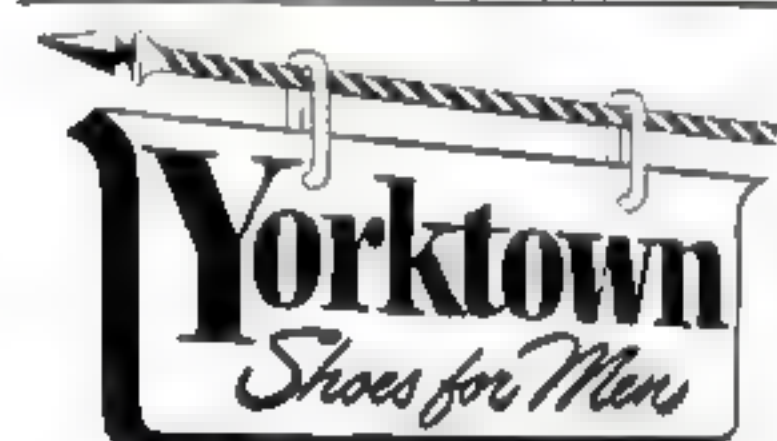
While cooking, shake on French's Worcestershire Sauce generously. Turn chops, sprinkle other side.

Delicious Gravy

Blend two teaspoons French's Worcestershire Sauce into each two cups of brown gravy.



New
Non-drip
Bottle
lets you shake
or pour



magnifico!



**YORKTOWN'S
SUPERB ITALIAN
TRANSLATIONS**

Straight from style-setting Italy come the sleek, low-swept lines of this distinctive Yorktown slip-on in black or brown luxury leathers. Look for the store in your locality that sells Yorktown. \$10.95-\$12.95 — slightly higher Denver west.

Manufactured by
GARDINER SHOE CO., INC., GARDINER, MAINE
Also makers of YORKTOWN SHOES FOR BOYS

ROBOTS FOR FUN CONTINUED

BUILD-IT-YOURSELF BRAIN



GENIAC KIT, Berkeley's do-it-yourself computer, has 400 parts. Flashlight battery supplies power. It can be assembled in a few minutes and costs \$17.95.



BUILDING COMPUTER involves wiring up the underside of kit. Wiring is changed for different operations like multiplication, problems in logic.



SOLVING A SYLLOGISM, a form of logic, is done by cranking the elements into Geniac. First the major premise is set for instance, "All men are mortal." Then comes the minor premise, "Socrates is a man." With these done, Geniac automatically lights a bulb beside answer: "Socrates is mortal."

Corns

Sore Toes,
Tender
Spots

**NERVE-DEEP
RELIEF!**



**Pain Stops
FAST!**

No waiting! Super-Soft Dr. Scholl's Zino-pads stop pain at its source ever so fast... remove corns one of the fastest ways known to medical science... stop corns before they can develop... ease new or tight shoes... prevent sore toes, blisters. No other method does all this! For **FREE** sample, write Dr. Scholl's, Inc., Chicago 10, Ill.

Super-Soft Dr. Scholl's Zino-pads

For that

WELL-DRESSED LOOK



Styled for young Mr. America.

At better stores — write for dealer near you.

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Remarkable!..

the instant coffee
underneath this lid!



Chase & Sanborn has done it... made a full-bodied instant coffee for people who know and appreciate good coffee. Look for the jar with "full-bodied" on the lid!



Chase & Sanborn
the Full-Bodied Instant



The man
who wears Wings
faces his public...unfrayed

When you wear Wings Shirts, you'll never turn up in public frayed at the edges. The Wings Superfort Shirt guarantees it! The collar and cuffs are made of Airplane Cloth, *guaranteed to outwear the shirt or you get a new shirt free*. No other shirt at \$3.95 also gives you fine combed broadcloth, costly single-needle tailoring and Perma-Sewn buttons that stay put. Equally noteworthy, and at a more modest price, is the Wings Rocket. It's the only shirt at \$2.95 with the Airplane Cloth Collar — ounce for ounce the strongest cotton made. Also backed by the guarantee of a new shirt free if the collar fails to outwear the shirt. It's the strongest guarantee that a shirt ever had! At good stores everywhere, or write Wings, 4 West 33rd Street, New York 1, N. Y.

Wings guaranteed Superfort, 10 collar styles . . . 3.95
Wings guaranteed Rocket, 14 collar styles . . . 2.95
For Boys: The Superfort . . . 3.50. The Rocket . . . 2.50





Once you've tried it, you'll never give it up

"I love you," are the words you'll probably say, when you type on the new Royal Standard.

Try its touch. Light and easy, isn't it? Now, tabulate a bit . . . with a simple twist of the wrist. Or set margins. Click! That's all you do with Royal's famous "Magic"® Margin.

Try *every* control key. Easy, aren't they? They were built with you in mind. Royal planned it that way.

Royal Standard Typewriters are preferred 2¼ to 1 by people in business who type. Royal

Standards are rugged. They take less time out for repairs.

So, how about a free trial? Your Royal Representative will be glad to bring a new Royal Standard to the office.

This typewriter comes in six beautiful colors. Ask your Royal Representative to show you all six, so you will have a chance to select the color you like best.

They are all beauties. But we warn you . . . once you've tried it, you'll never give it up.



ROYAL *standard electric • portable • Roytype® business supplies*

Royal Typewriter Company, Division of Royal McBee Corporation

Vernon Pick's Struggle To Be Himself



IN LABORATORY BUILT WITH NEW FORTUNE A SLEEK VERNON PICK WORKS FACING HAGGARD SELF-PORTRAIT TAKEN DURING EPIC SEARCH FOR URANIUM IN 1952

URANIUM MILLIONS BRING LUXURY, WORRY AND NEW INSIGHTS

by ROBERT COUGHLAN

NOW and then someone comes along who sums up so many of the average man's dreams of adventure and triumph that he becomes a universal symbol. Daniel Boone, Buffalo Bill, Charles Lindbergh—each in his way was such a figure, representing the romantic fulfillment of certain aspirations of his generation of men. In a modest way Vernon Pick is in this line of succession. His story, as related in *LIFE* in November of 1954 ("Vernon Pick's \$10 Million Ordeal") and which appeared abroad in many languages, evidently caught the imagination of the world. Pick has had letters from almost every country where freedom of the press exists, and he has found to his surprise that U.N. diplomats whom he has been impressed to meet have in turn been impressed to meet him.

His story, briefly, was this. After years of effort he had created what he called a "self-sustenance homestead" near Royalton, Minn.

at a place called Two Rivers. Here, in an old wooden mill, he had his electrical repair business and in the surrounding valley he and his wife Ruth grew most of their food. Pick had had very little formal education, but he had read widely, even teaching himself Greek so he could enjoy the Greek dramatists in the original. He was a thoughtful, intellectually curious man with a sense of privacy and a sense of personal independence: the "homestead" was his answer to the perplexities of the world. Then, one night in 1951, the mill burned to the ground. The financial loss was crippling but the emotional loss was equally so. Looking at the smoking wreckage of their ambitions, the Picks had no heart to rebuild on that site and instead decided to buy a house trailer, drive to California and start again there.

On the way they heard about the uranium boom on the Colorado Plateau, a vast, fierce wilderness covering parts of Colorado, Utah,

Cannon stockings

quick
as a
bunny...
get
yours
for
Easter!



at your favorite store • full-fashioned • seamless • stretch sheer • 99¢ to \$1.95

ESHELMAN CHILD'S AUTO

70 Miles Per Gal. Gas
UP TO 15 MILES PER. HR.

STURDY MAKE "One
identified by Parent's Magazine"
A car that's "Safe, Sound,
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best of most other cars.
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ESHELMAN Dept. MC-75, 100 Light St., Balto, 5, Md.

Test-Mark Your Best Buy In
HOUSEHOLD PAPERS

Test-Mark is the family name
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line of quality home papers.
Try them. You'll like them all!

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Worms can kill your dog



The two most frequent types of worms in dogs are common hookworms and the large roundworms.

Common hookworms live on your dog's blood and can kill him. Roundworms rob him of part of his food.

You can see the large roundworms, but the far more dangerous common hookworms are almost invisible to the naked eye. Therefore it is necessary to use a product which will get rid of both

types of worms. If you eliminate the roundworms alone, you do only *half* the job and can leave your dog in great danger.

You can be sure of a thorough worming job when you get Sergeant's SURE SHOT Worm Capsules*. It has been proved safe and effective against common hookworms and roundworms. Sergeant's outsells all other worming products 2 to 1. Use it at least twice a year and protect your dog. Only 75¢ at any drug or pet counter.

*For puppies and dogs under 10 pounds, use the smaller doses in Sergeant's Puppy Caps



Sergeant's® SURE SHOT Capsules



INDULGING AN EXPENSIVE HOBBY, Pick (left), with test pilot, tries out a \$35,000 helicopter he may add to his collection of 11 conventional planes.

PICK'S STRUGGLE CONTINUED

Arizona and New Mexico. Pick decided to try his luck at prospecting. He searched for many months, leaving Ruth in the trailer at Grand Junction, the largest town of the area. He dodged rattlers, was stung by a scorpion and tracked by mountain lions, burned in the desert heat and shivered at night, suffered through thirst, loneliness and exhaustion. But he refused to give up. With only \$300 left, he went out searching for "one last time." It nearly was his last time: he almost died from drinking poison water as he made his way up the canyon of the remote Muddy River. But he found uranium—not the \$50,000 worth he had set as a reasonable goal, but a lode that ultimately turned out to be worth \$10 million (\$6 million net after taxes).

What happens to such a man when he becomes a multimillionaire? Adventuring on the plateau, he had learned a great deal about raw nature—and about himself. What has he since learned about human nature—and about himself? He has had his money for a little over a year now, so this is a good time to revisit him.

Up to the time his mine was sold Pick had not been especially well known in Grand Junction. The uranium boom daily brought rumors of new big finds and new big deals. Since Pick habitually keeps his own counsel and has no taste for ostentation, he and his "Delta" claim were only part of the general background of the city's new era. It was understood that he had a big ore body, perhaps even one of the biggest, but so long as he was "working it out" he was just another mine operator, albeit a lucky one. Then the news of the sale hit the La Court Hotel bar, the unofficial local uranium stock and gossip exchange, with the effect, as a habitu  describes it, of "16 Alka Seltzer tablets in one goddamned glass of water." Everybody had been talking about big money, everybody was striving to lay hands on some of it—now Pick had actually done it, in cold cash—the biggest payment to an individual for a uranium property before or since. Suddenly he was a local hero.

Pick observed this new situation with a rather clinical interest. He felt elated, he remembers, and he felt a new dimension of personal power. At the same time he realized that he now was "different" in the eyes of others, and that people would be watching him for signs of pride and arrogance. Eating in restaurants or walking along the street, he was careful to say hello to acquaintances, to have time to stop and exchange pleasantries. He was determined not to change. But he began to realize that a person *is*, to some extent, the sum of his relationships with others; when these change he inadvertently changes too. He recalls that he felt as if he were walking a tight rope, and this was to be his feeling for a long time. He submitted to the honor of presenting the wreath to the winner at "Uranium Downs," a former rodeo ground, but he

CONTINUED

Nash Thought of the Children, too, in the World's Finest Travel Car!



Photographed in Disneyland

We didn't stop with giving Nash the swiftest, boldest speedlines and the hottest new V-8. We added a "baker's dozen" of exclusive benefits for children's comfort and parents' peace of mind.

We put the biggest, safest room on the road into the world's strongest, safest construction . . . an instant "nap couch" nearly 3 feet wide for two youngsters, plus "sit-up" room for parents . . . a

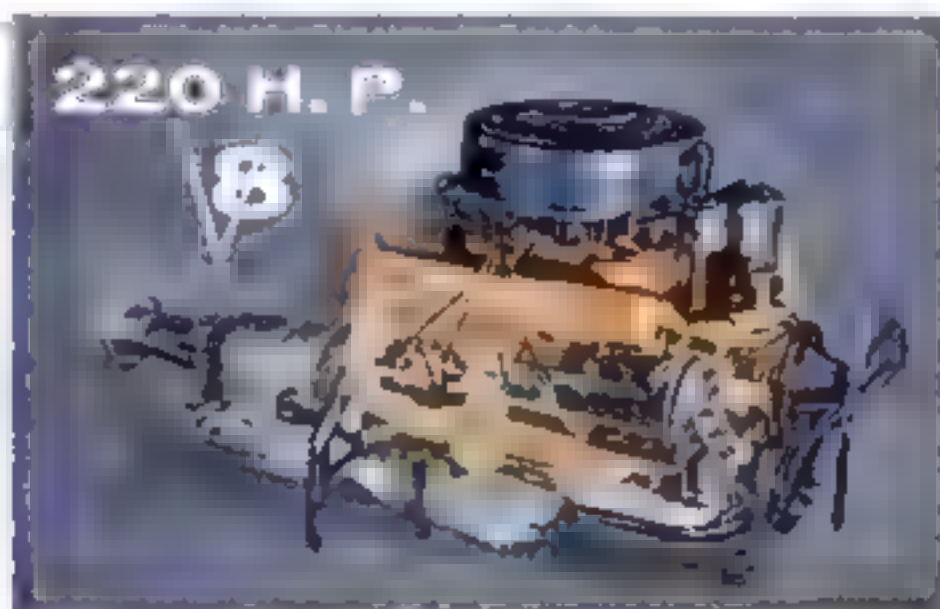
"game table" rear arm rest . . . a new kind of low-cost air conditioning.

We built the broadest windshield and rear window for wide young eyes . . . developed a whole new springing system to banish "back-seat bounce".

Bring the family and travel-test this new Nash. And try to match these wonderful travel features in any other car! See your Nash dealer.



Advanced Over Old-Type bolted body and frame (left), in Nash (above), the Double Safety of the single, all-welded unit extends big box-girders around your precious cargo. Lasts twice as long, means higher resale value.



Just Tap the "Go" Pedal of the new 220 H.P. Jetfire V-8 and the Rocky Mountains seem Florida-flat. Breathing-taking getaway with Twin Ultramatic Drive. Brand-new Statesman overhead valve engine, too.



No Freeze, No Sneeze, No Sizzle with amazing, lower-priced All-Season Air Conditioning. One control warms you in winter, gives you refrigerated, dry, cool comfort in summer. Filters and ventilates all year 'round.



New Speedline-Styled Nash Ambassador Four-Door Sedan, above, photographed in Disneyland.

WORLD'S FINEST TRAVEL CAR

Nash '56

TOPS IN RESALE VALUE

SEE THE ALL-NEW RAMBLER, TOO, AT YOUR NASH DEALER

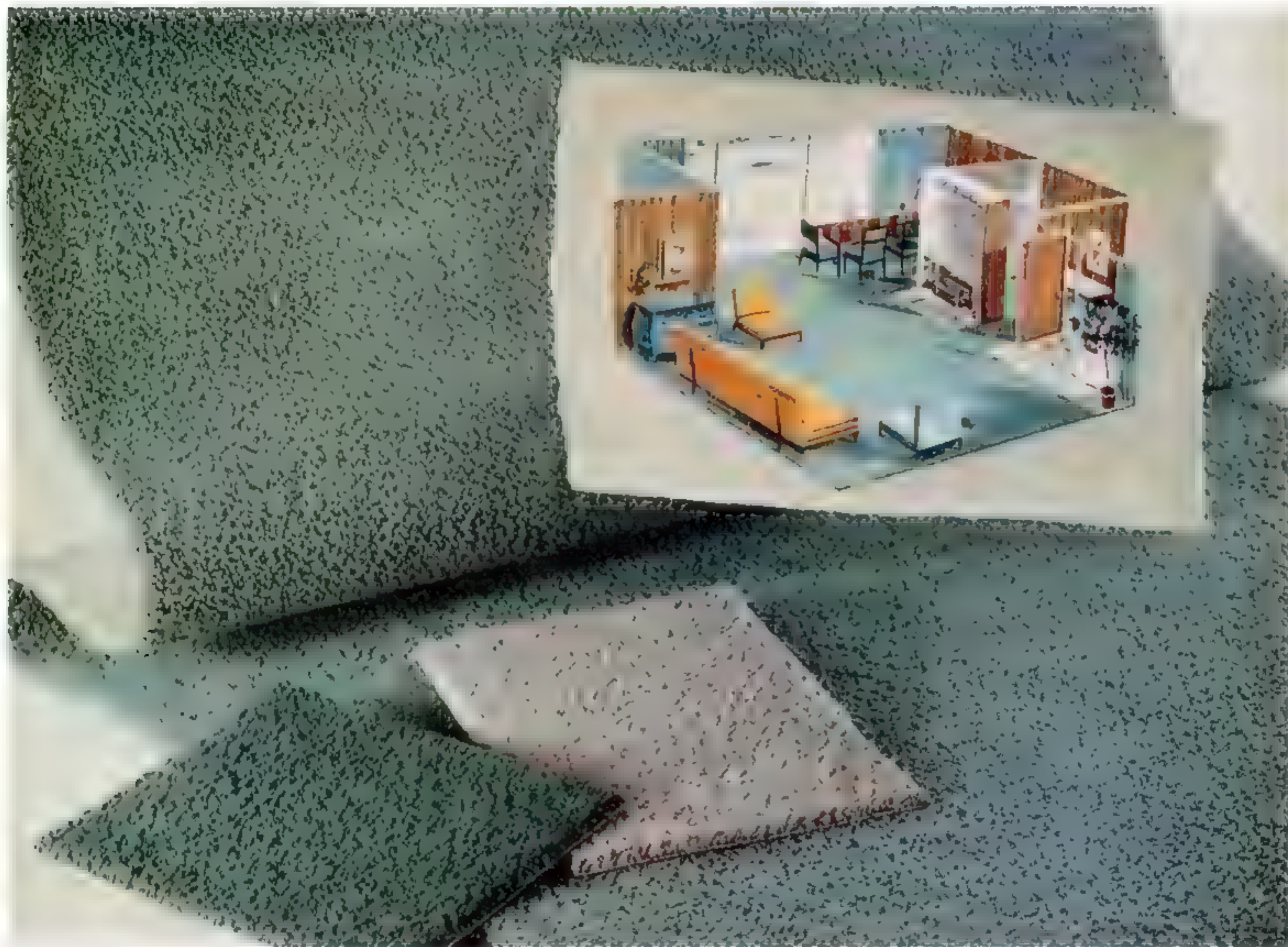


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No reason to delay . . . buy carpeting the Bigelow way!

Enjoy the beauty, comfort and quiet of
Bigelow Harbor Island...while you pay for it!



Carpets at eye level! Browse comfortably through the fabulous Bigelow carpet collection at the Bigelow Sample Bar. Oh-so-many colors, textures, patterns, prices!

Enough Harbor Island carpeting for

*3 average-size rooms only **\$2.95** a week**

Your home is so much homier with Bigelow Harbor Island on the floor.

This carpet, with its lush twist texture, cushions footsteps . . . makes your home a quieter place to be.

And you'll find the soft, subtle colors (only three of which are shown here) make a lovely background, whether you have modern or traditional furniture in your home.

Harbor Island is practical, too. It's made of sturdy Viscalon carpet rayon. And it's a Bigelow Loktuft, which means every tuft is *locked in*.

Yes, home means more with carpet on the floor . . . especially if it's a Bigelow. So buy your carpet the Bigelow way and enjoy it while you pay for it.

***Easy monthly payments!** Your Bigelow retailer will arrange low monthly terms, often without down payment. When you pay by the month, enough Harbor Island to cover 3 average-size rooms from wall-to-wall costs only about \$2.95 a week. Other Bigelow carpets and rugs on easy terms, too.



Bigelow

*Number 1
name in Carpets*

PICK'S STRUGGLE CONTINUED

declined the honor of judging a local beauty contest. He wanted to be himself, whatever that was. But whereas he had been certain before, a margin of doubt was now beginning to intrude.

As soon as Pick had realized that Delta was more than an ordinary jackpot, he had begun to think about what he should do with the money. His own tastes were not extravagant and neither were Ruth's, and he knew that at a certain point there would be money to spare. One of his best friends was the Rev. Alan Humrickhouse,



ADVISER Humrickhouse helped Pick to sort charity requests until last month.

who was Episcopal rector of a church near the St. Paul campus of the University of Minnesota. Pick is not a churchgoer himself but he enjoyed discussing the human condition with his friend. They had corresponded throughout Pick's various adventures; now Pick visited St. Paul to examine the problem of the money with him. The Rev. Mr. Humrickhouse had what Pick considered a brilliant idea. They would convene an informal committee from the university's faculty, a cross section of men with really superior minds, and put the problem up for discussion.

"We had a good group there," Pick says. "There was a man from the law school, a political scientist, a professor

of medicine, a philosopher and three or four others from different departments. But I must say their ideas were a little disappointing to me. Everybody thought I ought to put the money into an educational foundation and each one seemed to think it should be for the benefit of his special field.

"I missed having an education myself and I had the idea I'd like to help young people, but I didn't like the idea of a foundation. It was too impersonal. It would be administered by school officials, and of course that's the way it would have to be unless I stayed around the campus and supervised it. I wouldn't be a good judge of who was the most promising bacteriologist or something, anyway. And then I learned what a tremendous amount of money the school budget takes up and I saw that what I could give would be a drop in the bucket. It would just disappear, and I wouldn't get any of the personal satisfaction of helping individual human beings."

Many individual human beings, of course, sought Pick's personal touch. After the publication of the *LIFE* article letters came in a flood. A few were simple expressions of good will from old schoolmates and people Pick had encountered in his travels, and who, reading about him, had discovered sentiments toward him which had lain dormant all these years. Some of the others were business "opportunities": invitations to invest in undeveloped claims, cattle ranches, medical cures, nearly everything imaginable including dripless ice cream cones. Some were from people thinking of prospecting for uranium and wanting advice or samples of ore; a few offered to buy his old Scintillometer "for luck." But the great majority of the letters were from people who wanted money.

Human misery in the mail

PICK had been a Marine, a journeyman electrician and a businessman. He had traveled from Haiti to Flin Flon, Canada and from San Francisco to New York, and he felt that he knew life and people pretty well. But now, reading his mail from total strangers, he began to realize how superficially anyone knows his fellow men from ordinary contact with them, and what a variety of hopes, griefs and anxieties may lie beneath the human facade. He read the letters with wonderment and with puzzled fascination.

Some were funny. A boy wrote, "At a lot in town there is an old car worth \$300 that is in very good shape. This summer I worked like a dog but only made about \$100. If you think you could spare \$200 out of your \$10 million it sure would be appreciated. . . . If, when you were 16 and had an intense desire for a car you know how I feel."

Some were poignant. A girl wrote from Italy, "You are become a rich man with your work, and God bless you always. On the contrary my work don't allow me never to be a little happy. I am very poor and alone in the world. I love a man, but I can not marry because we have not the money. I am very, very unhappy and I wish to die. Aid me, please; send me, please a little money."

Some were pitiful. "I have 2 old books dated 1819 and 1816, also a British half penny dated 1852. I need money for a home. My

CONTINUED

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It's your world,
You look tall . . .
assured . . . in
Clipper Craft's luxurious
Diamond Dust worsted . . .
because you've got
success in your pocket.
There's a modern
elegance to
each deftly woven
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subtle excitement
to the many new
color tones that offer
your personality
a full range
of expression.

And the price
is exciting, too —
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combining the
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of 1226 stores
to keep you best-dressed
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For the store nearest you, write: Dept. A1

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He's a delightful
sight in our nubby
weave creeper set
with its bachelor-
buttoned jacket,
contrasting
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This set will be his "Sunday best"
with its fully lined splash weave jacket,
textured rayon vest, nubby weave
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Ensembles • Brother and Sister sets • Sport ensembles
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TUMS
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

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BUBBLE GUM
AMERICA'S BEST
Gum Products Inc., Boston, Mass.

Dry,
cracked
LIPS
NEED
ChapStick
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family lip balm

COVERMARK
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Completely covers burns, scars,
white patches, brown spots,
birthmarks, any skin discoloration.
Available in shades, \$2.50 a jar.
No Federal Tax. At Five department and drug stores.

Mounties
PHOTO CORNERS
LONGER LIFE FOR FAVORITE PHOTOS
10c & 25c SIZES AT CHAIN, DRUG, VARIETY STORES

"I'm 101 years old

...and I'll tell you my secret!"

"Living longer is a matter of temperament," says Sander Leifer, Chicago, Ill. "Some folks go looking for trouble—but as for me, I've never been in a hurry to worry!"

Sander Leifer landed in America 51 years ago. This was just about a quarter-century after Sloan's Liniment first began to help relieve pains of arthritis, rheumatism, lumbago, muscular soreness and the like. Today, Mr. Leifer, his neighbors and millions of others still use Sloan's to soothe these painful torments. There isn't a more modern liniment. Just smell it...you can tell it's not diluted with alcohol...it's all heat-producing liniment. So it penetrates full-strength and gets at the pain good and quick. Ask your doctor!

This photo taken Nov. 1955

SLOAN'S CHASES PAIN!
LINIMENT or BALM wonder-working relief for young folks from 10 to 110

PICK'S STRUGGLE CONTINUED

husband died over 3 years ago and I am alone, 64 years old so cannot get work. . . . I would like a small home, and thought I might sell these articles for enough to have one."

Some were brash. An Air Force enlisted man wrote, "Since the fickle finger of fate pointed you out as one of the lucky ones with good fortune, maybe you would be interested in using some of your uranium dough to take my wife and me with you on a vacation to Ireland sometime overseas." And a woman wrote: "If you have been sending some to different parties I could be on your list . . . \$5,000 or \$7,000 would buy a fairly good house but houses are high—say \$10,000 for a new home, not too large either. But I would settle for \$5 or \$7 thousand."

Some came from good Samaritans. A woman wrote, "I have a friend whom I love dearly but it seems bad luck has struck her to stay. . . . Fire destroyed their home leaving the parents and six children without clothes, home or furniture. . . . My friend did not complain but now she is sick and must have an operation. . . . She will not 'beg' and neither would I for myself. And she must not know I wrote to you. But if you could help them. . . ."

Some were tragic. "I have been hospitalized almost 14 months due to a nervous collapse. . . . My wife has been in and out of hospitals for the past five years and ended up with a stroke paralyzing her left side. . . . We have three children."

And many, many were variations on this theme: "We have made some mistakes and gone over our heads in buying things we need. If I could just get the money to pay everybody and have only one person to pay . . . I could pay you back a certain amount each month. . . . I am so worried I don't know which way to turn." And on this theme, too: "We are simply a young couple of seven years of marriage which has been interrupted by . . . military service and by three babies, all of whom arrived just in time to put us in the hole again . . . we are in debt and can find no solution . . . I am reduced to begging . . . for a loan . . . to put us at the starting line. . . ."

A mother desperate because her crippled child needs an operation . . . another pleading for a loan of \$100 so her four small children "can have a Christmas" . . . another worried because her son is only 18 months away from a medical degree and a frost has killed the crops that would have seen him through . . . a man who has secretly taken his and his wife's life savings to invest in the stock market, has lost it and cannot bear to tell her. Give to Bible societies, missionary societies, hospitals, schools, orphanages, Sunday schools, playgrounds, recreation centers, scientific laboratories. Build churches. Lift the mortgages on churches. Give organs to churches. Give, give, and give.

How much good can one man do?

PICK is a man of humane nature and the burden of these letters weighed on him. But, as a practical matter, he did not know how to proceed. Some of them, he knew, were bound to be from charlatans. Others came from people who might, or might not, really be benefited by a loan or gift. Those who wanted to consolidate their debts: would a loan teach them to cut their cloth to fit their income? Should the 16-year-old boy have a car now or would it be better for him to work and save toward his goal? Should the Italian girl marry the man? What sort of man was he? Would the people with misfortunes gain in the long run if they struggled through to their own salvation? What kind of people were they? He had no way of knowing.

The thought occurred to him that he might disguise himself—as a Fuller brush man, a social worker, anything to get him through the front door unsuspected—and go and call on some of these people. But the terms of the sale of his mine required him to stay on there for six months as general manager, and he did not have the time; besides, the idea seemed far-fetched and impractical as he thought about it. He could write to local social agencies about the people who frankly needed charity and he did so in some instances. The replies were invariably to the effect that he should give. Pick says, "It struck me that I never would get 'No' for an answer. The local agencies would always be glad to pass their burdens on to me. I began to realize that the \$6 million wouldn't even begin to put a dent in all the human misery that would come my way if I let it. The money would be gone. It would have solved some immediate problems for a few thousand people, but I wouldn't really have accomplished anything in the long run of human affairs."

Pick set up a small charitable foundation and sent help to some of the most obviously deserving cases, but he kept feeling, he says, that "this was not the best way to go about it. I didn't know what the best way was, but I wanted to have time to think about



ERNEST R. BREECH, chairman of the board, Ford Motor Company, has spent his life making American wheels turn. Before becoming a key executive on Ford's vigorous postwar management team, he headed North American Aviation and was a vice-president of General Motors. And, as president of Bendix Aviation, Mr. Breech directed its World War II program.

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"The role of the automobile is easy to see. Yet many people take for granted the abundant flow of economical, high quality fuels on which this nation's progress has fed. But in the automotive industry we are very conscious of the oil industry's magnificent accomplishments. For example:

Today's gasoline is at least 50% better than it was when I started out in the automobile business—30-odd years ago. Yet, excluding increased taxes, it costs very little more than it did way back then.

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AIRSTRIp AND LABORATORY. Pick's biggest investment, are now in operation on 830-acre California estate. He plans three more laboratory buildings.

PICK'S STRUGGLE CONTINUED

it." Finally he decided to stop reading the letters entirely. He says, "After you've read a thousand, you know what to expect. It's a strange thing, but you get numb. You find yourself becoming, in a way, insensitive."

The difference between feeling abstract good will toward men and applying it practically was impressed on Pick in another way, too. After Delta was in operation and he was able to spend some time away from it, he set up an office in the United States Bank Building. He had picked up two other, smaller uranium properties that he was beginning to develop, and later some mercury claims. He was exploring again, mostly by air, for new properties. All this kept him busy and he quickly found that visitors were taking time he needed. "They were stacked up in the outer office like a log jam. Some of them had something they wanted to ask for or sell, but most of them just wanted to talk or get advice about where to go prospecting or what equipment to take, or something like that. They all wanted 'just a half hour or so' of my time. Well, I know how hard people are to see—I'd been through that myself—and I didn't want to be a stinker. But I *couldn't* see all of them. And then they'd get mad. It got to be a real situation." Finally he closed his office in the bank building and took refuge in his study in the basement of his home.

'I needed to keep busy'

MEANWHILE Pick had continued an intermittent discussion with the Rev. Humrickhouse about what he should do with his money and his life. Now Humrickhouse left his rectorate to join him and head the Pick Foundation. Its aims and resources were left undefined except for a general interest in promoting education and good works. Humrickhouse took charge of the job of sorting and answering the letters—and worrying about them. As for the second matter, that of how he should spend his own time, Pick came to several solid conclusions. Like most working people he had dreamed of having leisure, for reading, for writing and for such hobbies as photography and travel. Accordingly he had "started out willing to think I might want just to take it easy." But now that the possibility was at hand he realized that it was not at all attractive. "I'd been busy all my life and now I knew I needed to keep busy."

Instead, he decided there were two things he wanted to do. One was to keep on exploring for uranium. The fact that he already had all the money he could possibly use was irrelevant. What still drew him were the adventure of the search and the satisfaction of reaching a goal against difficulties. Also, he says, "I've always felt there was luck involved in my finding Delta. I suppose I want to prove to myself that the luck wasn't all-important and I can do it again." He believes that some of the Latin American countries offer the best possibilities. He has formed an exploration and development company with William Pawley, a businessman and former U.S. diplomat with wide experience in Latin America. They have secured concessions in one of the Caribbean countries and have already found nickel and what looks like a very promising uranium deposit.

Pick had always liked tinkering and building. As a boy he had built a water wheel to harness the current of a drainage ditch on the family farm, and as a man he had built such unlikely, but to him fascinating, mechanical objects as a rug-sized loom. He had always wanted a really well-equipped home workshop. Now that he could afford it, he carefully asked himself whether he still really wanted it, for he had discovered, to his surprise, that many of his old dreams had become uninteresting in the process of becoming possible. He had always wanted a sailboat, for instance, but had found that being able to own an airplane gave him all the sense of

CONTINUED



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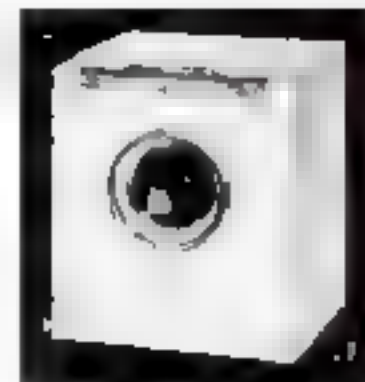
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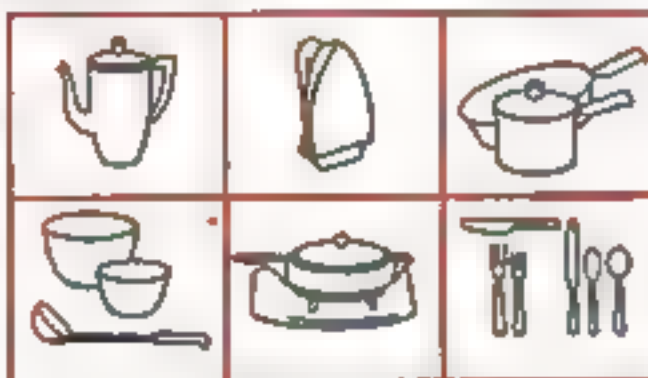
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PICK'S STRUGGLE CONTINUED

freedom and adventure that he had associated with sailing, and more besides.

Over a period of months something of this same transformation took place in his thinking about the workshop. He wanted to do something socially useful with his money, but he wanted this to take a form that he could supervise and participate in. He wanted a shop, and he was especially interested in power; how to harness it, transmit and apply it. He knew a good deal about electricity and electromechanics. These elements fused: instead of a one-man shop he would have a full-scale research and development laboratory devoted to electronics and electromechanics, from industrial "automation" of machinery, for instance, to electronic computers. There would be a special department for studying and utilizing solar energy. "Look at the countries of the world," Pick says. "Their civilizations vary with their power and power technology. India and China have very little power, a lot of these South American countries have very little that has been developed. And then look at Switzerland, Sweden and America. Think what you could do for the world: you could get rid of hunger, disease, war, Communism, all these social problems, if you could raise the backward countries up to our level by showing them how to develop power and use it correctly."

Acting on this vision, he asked the Rev. Mr. Humrickhouse to go to central California and look for a good site for such a laboratory. Humrickhouse's search turned up an 830-acre tract in the Santa Cruz Mountains near the little town of Saratoga, which in turn is near Stanford University at Palo Alto, a source of advice and potential recruits for the laboratory. It contained a big rustic lodge and some outbuildings, surrounded by virgin forests of big redwoods, Douglas firs, oaks and madrones. There was a knoll that could be leveled for the lab buildings and a glade that could be graded to make an airstrip for light planes. Further, the forests offered good possibilities for profitable tree farming, and the lower slopes could be converted into vineyards and the grapes sold to a local winery, so the property could support itself.

'Screwball ideas' welcome

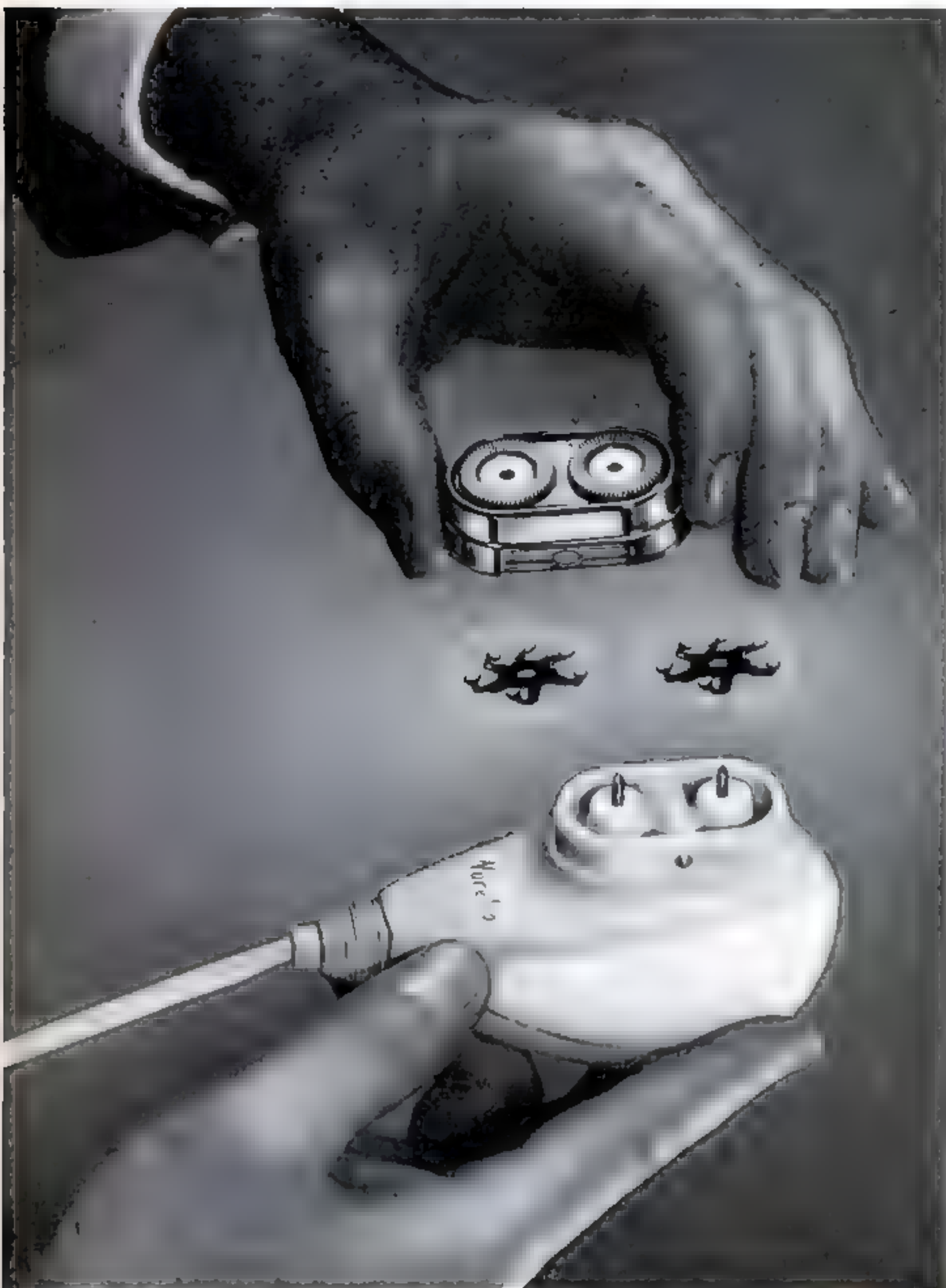
NOW the first lab building is in operation with an initial staff of 20. The project represents an investment so far of about \$250,000 and eventually, as other buildings are added, may cost about \$2 million. Its first undertaking has been to perfect and manufacture an improved airborne radiation counter that Pick designed himself. After that: "We'll be looking for ideas, including screwball ideas, anything that shows some real imagination. In the big industrial labs even the best man is apt to be trapped in the 'team-work' idea and be a cog in a scientific machine. Our basic philosophy is just the opposite. We want to take the highest grade younger men and give them the facilities and the incentive to have new ideas and to work them out." Pick has become so engrossed with the lab that the Pick Foundation has remained "sort of dormant" and last month the Rev. Mr. Humrickhouse left to take a rectorate in San Francisco.

Sometime this summer the Picks will move into a house that will be built on a mountain meadow overlooking the lab, the airstrip and a broad valley stretching into the distance below. It will be "modern ranch style," with a bedroom and study for each, a big living room and a pair of guest rooms; behind it will be a roofed garden terrace and a swimming pool, the whole to cost about \$80,000. "It won't be a chateau," Pick says, "just a nice house." Here, built into a recess of the living room, he will install his new \$900 globe of the world. "I always wanted a good globe," he says. "I waited awhile to see if I really wanted it, and I did." And here also will be a tape recorder, a telescope and a good library. Below in a forest clearing will be a rifle and skeet range. Pick had owned a rifle, a Springfield .22, but "I'd always wanted a good shotgun. Finally I got around to buying one." There are other things, he is reasonably certain, that he used to want, but he has forgotten what they are. As he told a friend, "You know, when you get about so many things, you don't need any more." In his case he has found that about \$125,000 will cover everything he "needs," including the house. That figure, to him, is wealth. The rest is just something extra.

For Ruth Pick the new house sums up most of the ambitions that she has allowed herself to think about. Coming from a moneyless family, she had got an education and become a country school teacher, then had married Pick and become a working partner in his "self-sustenance homestead." Then came the fire, the trip west and life in the trailer, the anxieties of waiting for Pick while he was in the desert, then the sudden, new and complex situation

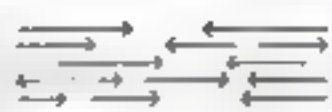
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PICK'S STRUGGLE CONTINUED

in which she shared, but necessarily somewhat as a spectator. She now has a mink stole, a diamond ring and a Cadillac, but they give her only a rather tentative satisfaction, qualified by feelings of uncertainty as to her proper role and her proper reactions to it.

Everything has changed too fast. Human relationships have become burdened with self-consciousness. People, even Pick himself, have become subtly different. All conversations seem sooner or later to get around to money and "How does it feel to be rich?" "I hate that question," she says. "All I want is a good warm house" and "peace and quiet," and "for Vern to be home more."

Pick has been away from home a great deal more than he would like because, he says, "I intentionally kept myself busy, and kept moving and doing things, to give myself time to comprehend what had happened to me." By now he feels that at least some aspects of his remarkable condition have become clear. On the good side, as he and Ruth agree, has been the opportunity to meet "interesting people"—U.S. senators, movie stars, high military officers, big businessmen—"people we never would have met any other way. If we woke up tomorrow and found everything gone, we'd still have that."

On the bad side has been a certain disillusionment with human nature, not enough to make him cynical, Pick says, but enough to make him a little sad. He has learned that it is hard for a rich man to have a warm and simple personal relationship with someone who wants or needs money, and this includes most of humanity. He has learned that it is almost never a good idea to have a friend or relative as an employee. He has learned, indeed, that concerning relatives, "You can't do it right. I don't know why—I tried to keep this thing clean. Those that didn't get any think they should have, and those that got some think they should have had more. So they're all mad at me."

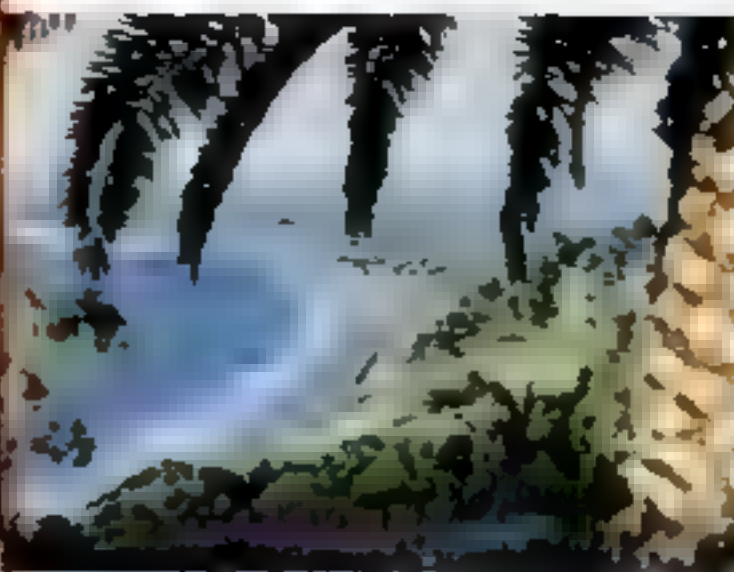
"Ruth and I think back to the time we started on this western trip and it was an almost ideal existence. We had our truck and trailer, our clothes and \$5,000 in the bank. There were no problems. We didn't have to go anywhere or be anywhere or return there if we didn't want to. There was no impatience, no need to hurry. We knew we both could make a living anytime we had to, so we were truly independent. It's something to remember."

"I never expected to be rich and never wanted to be. All I wanted was independence. And now there are all these obligations. All my time is taken up, and I don't like it. But I figure that sooner or later everything will get worked out and life will become simpler and I'll have my freedom again. Maybe that's wishful thinking. So far the money has cost me the one big thing I was aiming for, the freedom just to be myself."

"But I will say that it's been a very interesting experience, from beginning to end. I wouldn't have missed it for a—I almost said for a million dollars."



TEMPORARY HOME is the lodge on Pick's estate where he and his wife are now living while waiting for their new \$80,000 house to be built in the spring. Behind Pick is one of the things he 'really wanted': \$900 custom-made globe.



5 N ALEY IDAHO



✉ C. J. CHAFFIN



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7. THESE

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ROAD OF THE DOMELINERS AND STREAMLINERS

A woman with blonde hair, wearing a light blue, long-sleeved, floor-length dress, stands in a room. She has her hands raised behind her head. To her left is a window with green shutters. In the foreground, a table holds a bottle of Pepsi, a glass, and some fruit. The floor is covered with a pattern of black diamonds.

Refresh
without filling

GLANCE in the mirror, lovely lady. Be glad you're so slender, so easy to dress, so admired wherever you go.

Then take time to bless your own good sense for making you what you are.

It's your modern taste for the lighter, less filling foods that gives you that slim waistline—and keeps you always feeling fine and fit for fun.

Pepsi-Cola goes right along with this wholesome trend in diet. Today's Pepsi-Cola, reduced in calories, is never heavy, never too sweet. It refreshes without filling.

Have a Pepsi—the modern, the *light* refreshment.

Pepsi-Cola
The Light refreshment





GARDNER HIGH SCHOOL BAND AND THE SIMPLEX CO. DRUM CORPS MARCH JAUNTILY AWAY FROM "OCEAN MONARCH" AT PORT OF SPAIN DOCK, TRINIDAD

TEEN-AGE TOOTERS IN TRINIDAD

To give its star salesmen a reward the Simplex Time Recorder Co. of Gardner, Mass., chartered a 13,654-ton ocean liner and set out last month for Trinidad where they have a plant. But before sailing President Curtis Watkins found he had extra room and invited the Gardner High School band—all 86 members—to come along too.

Since he hoped to gain some goodwill in Trinidad, Mr. Watkins

also brought gifts of tricycles, stoves and baby carriages and the lieutenant governor of Massachusetts to give them away. But he found the biggest goodwill getters were the teenage bandmen. The rhythmic-conscious Trinidadians flocked to hear them play bouncy football songs and watch the fancy drill steps. "It was like being celebrities," said a band member. They even asked for autographs.

AFTER BAND PARADE DRUM MAJORETTE ANITA BACKHOUM (LEFT) OF GARDNER KISSES TRINIDAD USHERETTE YVONNE CARTER WHO HAD GIVEN HER A GIFT



CONTINUED

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DANCING IN STREET Mary Toomey (left) and William Margetts follow Trinidad band member rolling rifle for show. Trinidadians call dances "jump ups."

TOOTERS IN TRINIDAD CONTINUED



MARCHING IN THE PARK at San Fernando on the third day of their four-day visit, Gardner High School band plays football songs and Salsa marches.



ANDREW RODRIGUEZ (CENTER), DRUMMER IN TRINIDAD STEEL BAND, BORROWS A TRUMPET FROM GARDNER BANDSMAN JOHN BROWN AND BLOWS AWAY



BAND'S BOSS Henry Gate (right) of Gardner plans parade route with police head Harold Gould



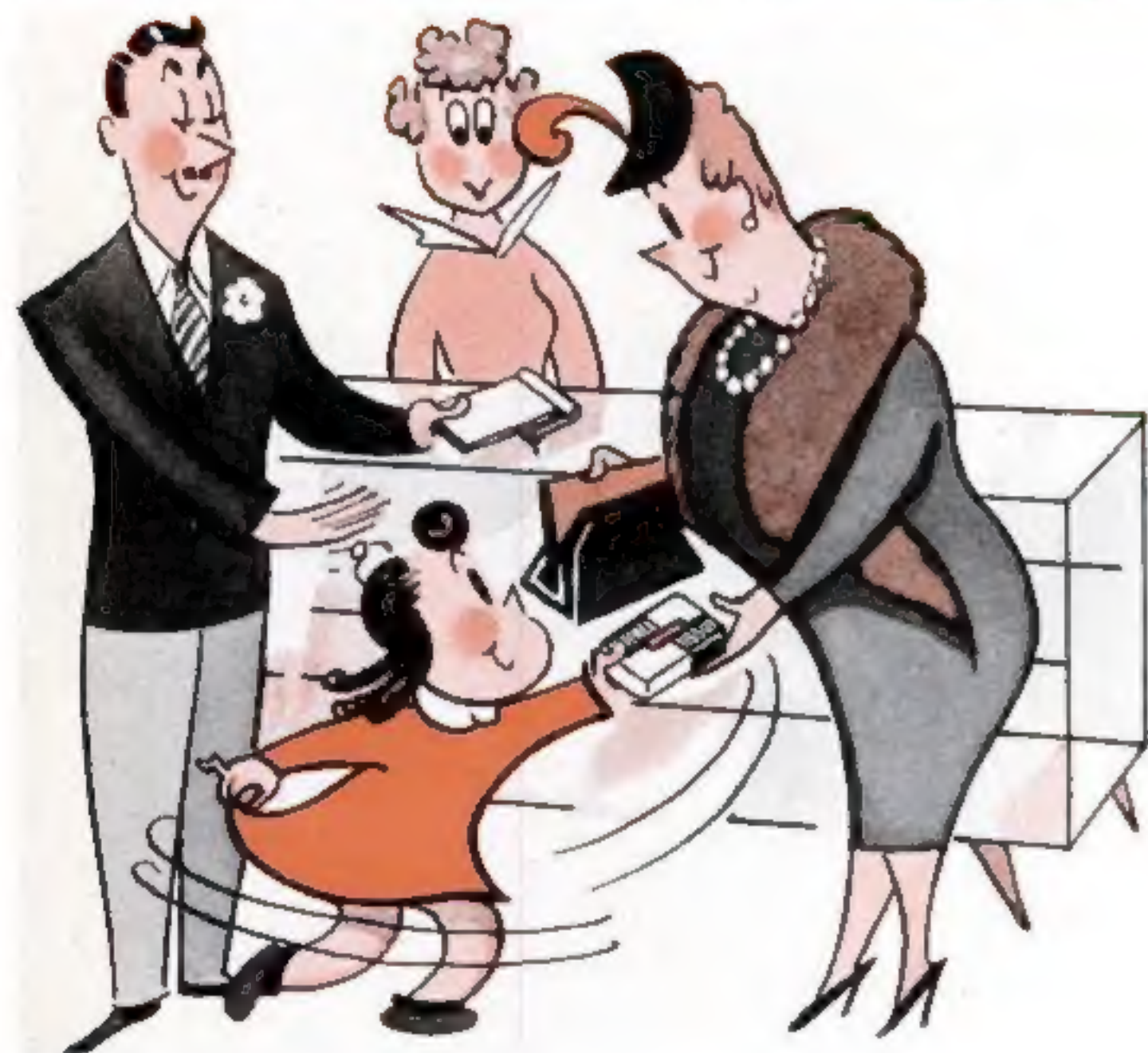
BAND'S HOST, President Watkins (center). His meal finished, watches as band-men finish theirs.



Did you ever?

By LITTLE LULU

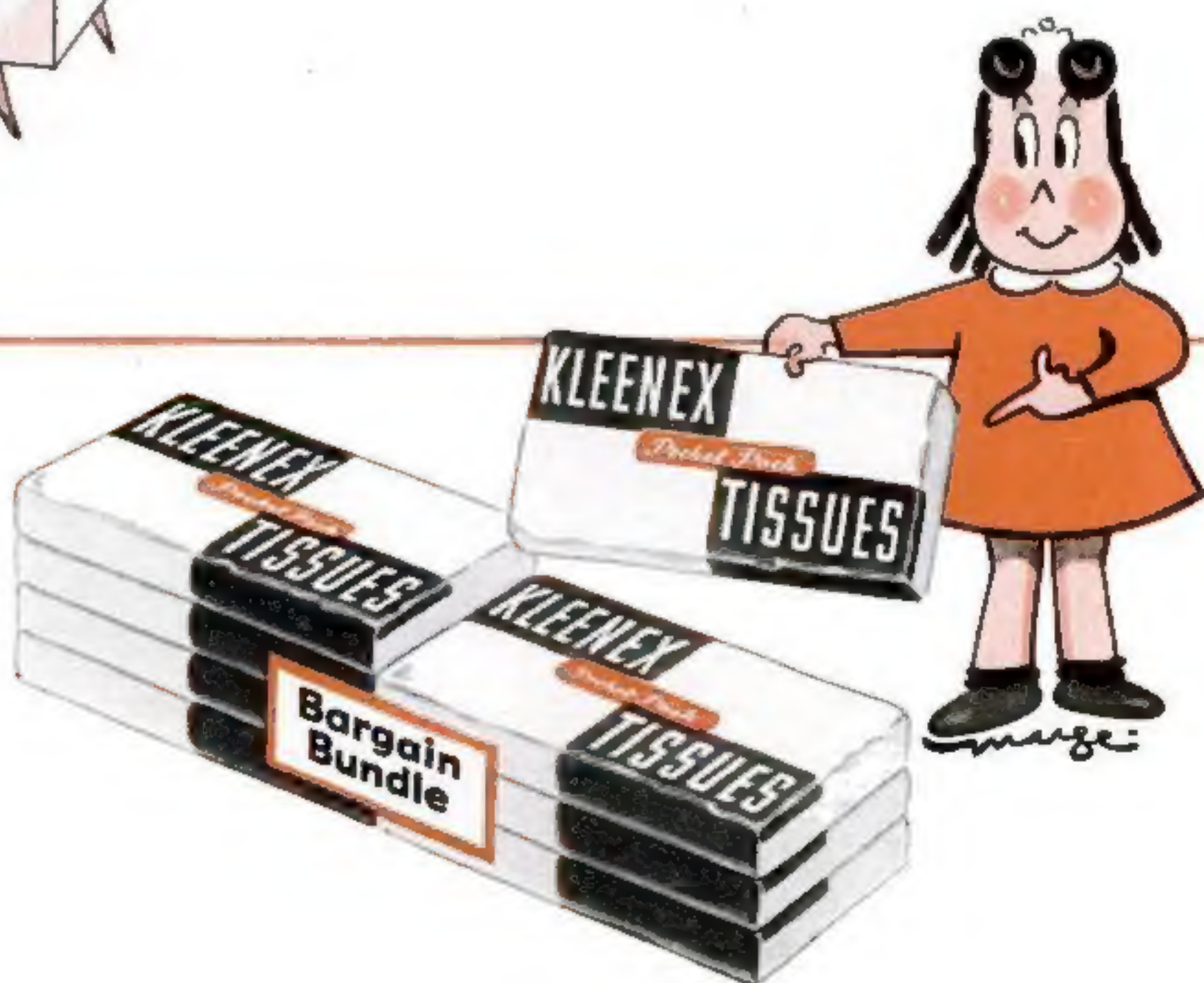
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get powdery and crumpled?
Purse-size Kleenex* Pocket Packs
keep tissues clean, unrumpled!

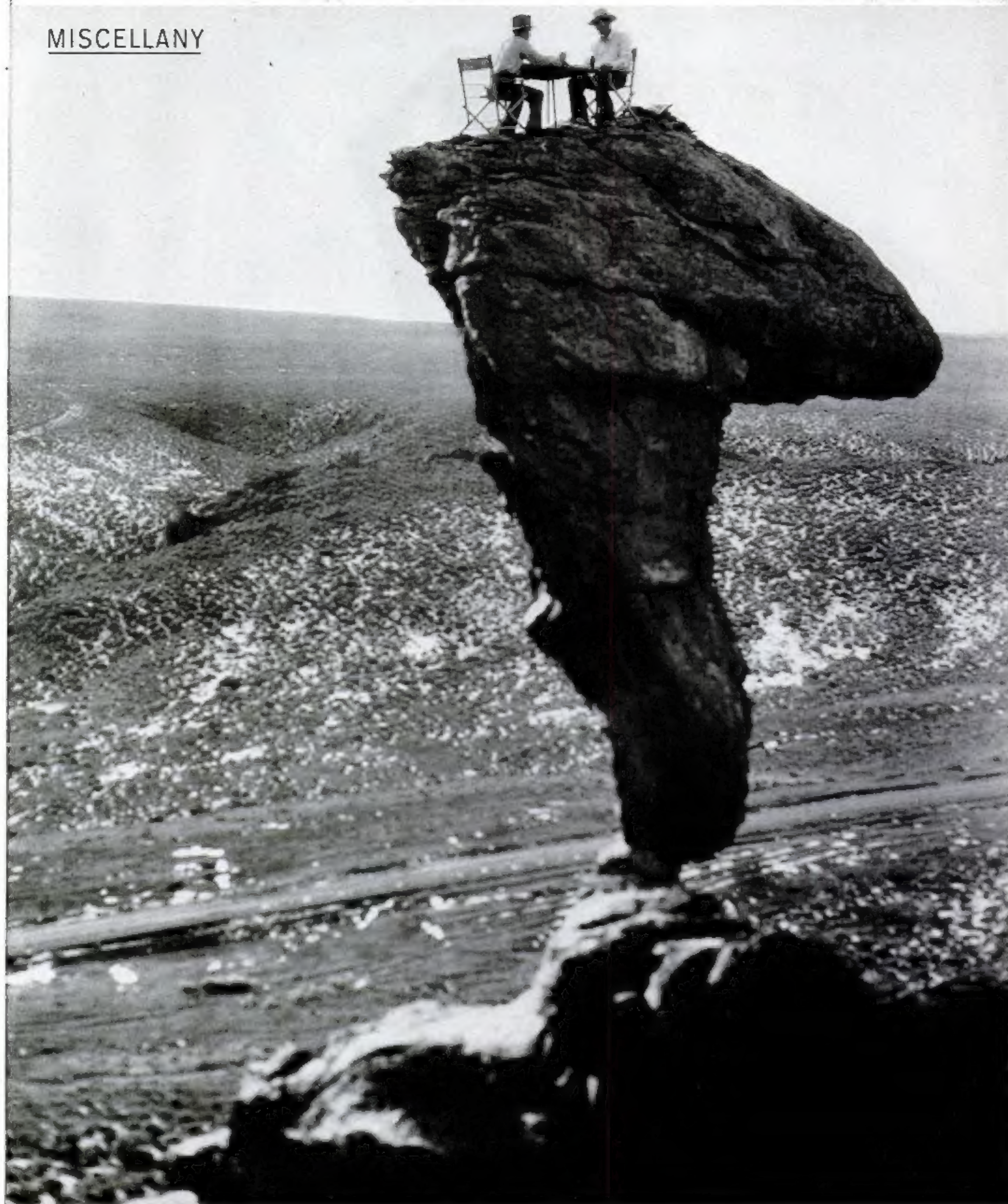


See how dainty, smooth and fresh
your Kleenex tissues stay
in handy Kleenex Pocket Packs—
the most convenient way!

Buy Kleenex Pocket Pack

In the new Bargain Bundle
(8 individual Pocket Packs)





PRECARIOUS PLACE FOR A PICNIC

On a rim overlooking a remote desert road in Idaho's Salmon Falls Creek Canyon, five miles from the town of Castleford, is a fantastic natural formation which residents of the region call Balanced Rock. Neatly balanced, the 35-foot-high rock stands like an overpacked ice cream cone on a base that measures only 18 by 36 inches.

One bright January day in 1937 a farmer named John Cowles persuaded his brother George and another farmer,

whose name now escapes him, to eat a picnic lunch atop the rock. Gaining a hold with a weighted rope they tossed up, they scaled the rock, pulled up their gear. Cowles took a picture which he hoped to sell to a soft drink company for an advertisement. After all the trouble and risk, the company was not interested. Disappointed, Cowles packed his remarkable picture away, 19 years later submitted it to LIFE. As far as he knows, this is the only picnic ever held atop Balanced Rock.



... it's always
a pleasure



GENUINE ORIGINAL I. W. HARPER
IS AVAILABLE AT
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PACKS MORE PLEASURE

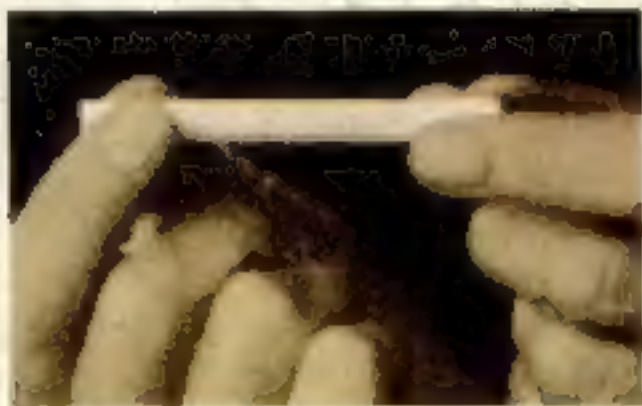
because it's More Perfectly Packed!



Satisfy Yourself with a Milder, Better-Tasting smoke —
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The more perfectly packed your cigarette, the more pleasure it gives... and Accu-Ray packs Chesterfield far more perfectly.



To the touch... to the taste, an Accu-Ray Chesterfield satisfies the most... burns more evenly, smokes much smoother.



Firm and pleasing to the lips... mild yet deeply satisfying to the taste — Chesterfield alone is pleasure-packed by Accu-Ray.

CHESTERFIELD

MILD, YET THEY *Satisfy!*



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